

## **The Relationship of Strategic Entrepreneurship with the Attractiveness of the Organization**

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### **Abstract**

*The research seeks to analyze and find out the correlation between strategic entrepreneurship and attractiveness of the organization. The research was applied in the Iraqi industry sector on a sample of (94) individuals, the descriptive analytical approach was relied upon, and the questionnaire form was used as a main tool to obtain the necessary data on the research variables by adopting a scale consisting of (32) items, and to reach the desired results research used statistical software (V24 SPSS, 24Amos) and processing it, while using a package of methods and statistical methods to reach the desired results.*

*The research found that there is a strong significant correlation between strategic entrepreneurship in its dimensions and the attractiveness of the organization, as the value of the correlation coefficient between them reached (0.622\*\*), and in light of these results, the first sub-correlation hypothesis was accepted, While the organization's attractiveness achieved a high arithmetic mean, this is an indication that the company has a general attractiveness and the sample studied also realizes that the company has unique advantages that make it a good place to work.*

*Research also recommended company to learn what it takes to achieve attractiveness and to be able to make the company more attractive than its competitors in order to obtain a competitive advantage, by directing its departments and cadres to work in accordance with the principles of corporate social responsibility, and the company's participation in environmental activities and events, as this contributes to build friendly ties between society and their company image.*

**Keywords:** *strategic entrepreneurship, attractiveness of the organization.*

### **Introduction**

At the present time, organizations are racing in the labor market to gain the best perceptions about them, which prompted organizations to market their entity in more exciting and interesting ways, so they focused on organizational status and attractive reputation, so the leading organizations seek to create an attractive work environment, the latter acts as a permanent declaration of the entity and management of the organization to its internal and external audience. The truth is that it is nothing but features and characteristics that distinguish this entity from others to make it an attractive place, whether for individuals outside it or the workers inside it, as well as in the eyes of the society in which it works. This is what makes those working in the business sector and

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other individuals realize that there are organizations that are more attractive than others working in the same sector.

### Research Problem

I realized many of these organizations, especially those working in the sector industry the importance of exploring the future with an insightful strategic vision. Lost the current technological, economic and political developments have placed tremendous pressure on the industrial and productive organizations towards preparing leading cadres capable of facing these changes and advancing the reality they live in communities by empowering them with knowledge and entrepreneurial culture.

1. What is the level of interest of the management of the researched organization in the attractiveness of the organization?
2. What is the nature of the relationship between strategic entrepreneurship and the attractiveness of the organization?

### Research Objectives

The current research seeks to achieve a basic goal represented by trying to identify the role of strategic entrepreneurship in achieving the attractiveness of the organization. From this standpoint, the current research aims to achieve the following:

1. Building a cognitive framework for the research variables under study.
2. Analyze the nature of the relationship between strategic entrepreneurship and the attractiveness of the organization
3. Provide recommendations, proposals and implementation mechanisms to solve the problem from which the research emerges.

### The Importance of Research

The importance of the study stems from the fact that it studies an important sector and a vital tributary of the national industry sectors, which is considered one of the most important companies that provide services to the local and Arab market. It achieves the legal status that it achieves.

### Research Methodology

In order to achieve the objective of the study and reach the results objectively and accurately, the current research relies on the (descriptive-analytical) approach, which aims to collect as much data and information as possible using the questionnaire tool, and then analyze it and extract the results in order to reach the conclusions and recommendations of the study.

### Research hypotheses

In order to achieve the objectives of the desired research and based on its research problem to reach its objectives, the current research was based on two hypotheses and was formulated as follows:

1. There is a significant correlation between strategic entrepreneurship in its dimensions (entrepreneurial culture, entrepreneurial leadership, entrepreneurial thinking, strategic resource management) with the attractiveness of the organization.
2. There is a significant influence relationship between strategic entrepreneurship and its dimensions (entrepreneurship culture, entrepreneurial leadership, entrepreneurial thinking, strategic resource management) in attractiveness of the organization.

### Sources and Tools for Data Collection and Analysis

To achieve the desired research goals, it relied on its tools to collect data and information sources on the following:

1. **The Theoretical Side:** in order to cover the theoretical framework of the research, many Arab and foreign sources related to the literature of the study were relied upon in writing the theoretical framework, for example: (books, letters and dissertations, periodicals, research, articles, conferences). Taking into account its novelty, the sobriety of its approach, and the availability of the conditions of documentation and scientific honesty, despite the lack of references to the responsive variable within the limits of the considerations adopted by the study.

2. **The Applied Side:** the current research relied on sources Collecting information and data in this aspect by a number of means, namely:

#### The Research Community and Sample

**Research Community:** he fell researcher selection for the current study population Al-Zawraa General Company, which is one of the formations of the Ministry of Industry and Minerals, and it is one of the leading companies in the field of manufacturing electrical energy systems, renewable energy, and solar energy systems. Studying public institutions to diagnose their reality and try to provide recommendations to keep pace with current developments in modern administrative methods to apply them to restore the national industry sector to leadership and through the application of strategic entrepreneurship methods to achieve organizational attractiveness for Iraqi organizations in general and Al-Zawraa Company in particular.

**The study sample:** the sample of the current research was intentionally chosen, and the sample was represented by the senior management of the company, including the assistants of the general manager, department managers, and officials of divisions and units. has been distributed (100 forms for the aforementioned cadres, (98) were retrieved, with (4) forms damaged, so that the valid forms became (94).

#### Procedural Definitions

1. **Strategic Entrepreneurship (SE):** it is a case of integration of entrepreneurship tools with a strategic view to design an innovative method that achieves competitive organizational achievement, or to maintain and maintain success over a long period of time.

2. **Attractiveness Of The Organization:** refers to the general characteristics that individuals want to gravitate towards the organization or employer and which is a continuous competitive advantage.

## **The Theoretical Framework**

### First: Strategic Entrepreneurship

to get to know Strategic entrepreneurship is: entrepreneurial behavior with a strategic perspective. Strategic entrepreneurship is a combination of entrepreneurial perspectives (i.e. the behavior of searching for opportunities) and strategic perspectives (i.e. the search for advantages) in formulating and taking action. which aims to create ways of wealth (Chakim, 2021: 1291). In the same context, he mentions (Hassan, 2021) that strategic entrepreneurship is the integration of entrepreneurship and strategic management, as the importance of this integration emerges in the formation of the entrepreneurial strategy because it is necessary to generate the greatest wealth for organizations. As for increasing value, the integration of leadership and strategy will lead us to success. (Hassan, 2021: 43)

In my studies, both 2021 (Ireland, and ((Hitt & Duane 2002) referring to the basic principles of entrepreneurship and strategic management, their main goal is to identify theoretically rich research questions to enhance the understanding of wealth creation in new projects and existing companies, and in general this work indicates that both

entrepreneurship and management Strategy are concerned with how companies can bring about change (adaptability or initiative) by taking advantage of opportunities created by uncertainty in the external environment..

To clarify the researchers' opinions on the term strategic entrepreneurship, the table (1) to include different definitions of strategic entrepreneurship according to the chronological order of pioneers and researchers, as follows:

Schedule (1) Researchers' opinions on the concept of strategic entrepreneurship

No	Researcher, year: pg	The Definition
1	Hitt & Ireland: 2001: 481	Integrate entrepreneurial and strategic perspectives in developing and taking actions designed to create wealth.
2	Ireland et al, 2003: 963	A unique and distinctive integration that enhances the competition of the organization and through which companies can create wealth.
3	Rasmussen, 2004: 4	Integration of entrepreneurial business, opportunity-seeking, and strategic actions that seek to leverage business concepts that create superior value while minimizing competitive threats.
4	Luke. B, 2005: 48	A strategic approach that integrates multiple strategies with each other and with the external environment.

Second: The Importance of Strategic Entrepreneurship

The importance of strategic entrepreneurship emerges because entrepreneurial practices lead to the development of the organization's ability to create a balance between the behaviors of searching for opportunities and the pursuit of advantages. (Mohutsiwa, 2012: 41) and its contribution to raising awareness and understanding of the leadership role in interactive organizations, which extends to the activation of these organizations and their organizational performance (Alayoubi. et al 2020: 6).

He adds (Al-Rashidi, 2021: 233) regarding the importance of strategic entrepreneurship:

- The organization helps to exploit opportunities to provide new services that meet the desires of its beneficiaries.
- It enhances the value of innovation among workers in the organizational work environment.
- It provides the opportunity for workers to benefit from their creative skills in the field of work.
- Supports the organization to face the risks it faces or threatens in the present or in the future.

Third: The Factors Affecting Strategic Entrepreneurship

Organizations need three basic and necessary resources for strategic entrepreneurship, as they are requirements that have an important impact, and they are (Al-Masafa, 2020: 30):

- Firstly:Financial resources: It includes the cash resources needed to develop the organization’s strategies, as the strength of financial resources greatly affects the organization’s ability to find and invest in opportunities.
- secondly:Human resources: It includes the experiences, competencies, skills, knowledge and individual capabilities of the individuals working within the organization.
- Third:The social resource: It is represented by the internal relations between the organization's members and the external relations between each of the organization's members and other organizations.

Fourth: Forms and Practices of Strategic Entrepreneurship

There are many practices or forms that strategic entrepreneurship takes, depending on the type and nature of work, such as a partial change, a total change, or an improvement in a specific product. The forms or practices of strategic entrepreneurship can be manifested in five types, namely:

- 1- Strategic Renewal: It is an entrepreneurial strategic phenomenon in which the organization seeks to renew its relations with the markets or its competitors in the industry by radically changing its competitive model.(Omoshagba et al, 2021: 22).
- 2- Sustained Regeneration: It is meant to change the way an organization competes with competitors in the same field (Géraudel et al, 2012: 2).
- 3- Domain Redefinition: Organizations that redefine their field are entrepreneurially proactive and thus engage in strong entrepreneurial direction, by redefining the field (Adim, 2022: 6).
- 4- Organizational Rejuvenation: The process by which an organization attempts to "maintain or improve its competitive position by changing its internal processes, structures, and/or capabilities", where the goal is to improve the implementation of the corporate strategy (sumo, 2010: 14).
- 5- Rebuild the business model construction: It is an indication of a type of leadership in which an organization can design or a business model rebuild is seen as a redesign of an existing business model aimed at improving operational efficiencies (Trapp, 2013: 43).

#### Fifth: The Concept of Attractiveness of the Organization

The attractiveness of the organization is one of the modern renewable concepts, as it refers to the characteristics and features that make the organization a place to attract and attract workers, customers and dealers in general, or people want to work in institutions that have a strong and positive reputation and position.(de Waal, 2022: 2), also called applicant attraction, organization attraction, employer attraction, or company attraction (Krys, 2022: 43). It is a concept closely related to the “employer brand” (Kashive, 2017: 5). Turban (1993) describes it as “a positive emotional attitude toward an organization associated with the motivation to build a relationship with and enter into that organization.” (lis, 2018: 110).

Organizational attractiveness refers to the ability of firms to hire qualified individuals. This ability, in turn, influences both individual and organizational outcomes such as: work attitudes, work turnover, stress, social behaviors, work performance, and ultimately company performance.(Newbury, 2006: 665).

As confirmed by a study(Catano, 2016: 152) Corporate social performance and good workplace practices in psychological terms are relatively new concepts and are gaining more importance in successful organizations, and publicizing such policies increases the initial attractiveness of the organization.

It is clear from the previous points of view that it is a multi-characteristic concept that can differ according to the perception of those dealing with the organization, whether they are inside or outside it. It was defined by a number of researchers and according to their views and scientific backgrounds, the concept came, and as in Table No. (2) the following:

Schedule (2) The opinions of researchers about the concept of attractiveness of the organization

No	Researcher, year: pg	The Definition
1	Akman & Özdemir, 2018: 377	One of the effective characteristics that affects the continuity of employees in their organizations or their desire to participate in different organizations.
2	Khan, 2020: 9	A cognitive process that influences the attitudes and convictions of people to purchase or deal with the organization's products and services.
3	Al-Salihi, 2020: 56	The overall appreciation of the organization by its core audiences. It is also a representation of the core audiences' perceptions of the organization's past actions and future prospects that describe the organization's reputation when compared to competing organizations..
4	Al-Falahi, 2022: 20	The belief and positive feeling of individuals towards the organization when they believe that it has achieved justice and honesty at work, as well as their external behavior and society's view of their profession.

#### Sixth: Characteristics of Attractive Organizations

Attractive organizations are characterized by a unique set of characteristics that arouse the interest and desires of their clients, whether customers, employees, or otherwise, which constitute positive features that distinguish them from other organizations in the same sector or different sectors, ultimately forming an ideal organizational environment.

An attractive organization can compete globally to attract competent dealers to it, because individuals know that they are globally, this will be a competitive advantage for these companies (Mazhar, 2017: 21). One possible way to create an attractive organization is to transform the workplace into a high performing organization. (Waal, 2018: 2).

As I found a study (Story, 2016: 484) that CSR was an important factor in increasing the attractiveness of the organization. (Clausen, 2022: 3) adds that it is a non-negotiable feature for some dealers in the event that the company does not meet the requirements of corporate social responsibility. In the same direction, Yildiz, 2013: 156 confirms that the performance of the organization's social activity makes the organization more attractive.

A company's positive or negative record regarding the treatment of current and former employees also sends a clear signal to potential employees about the desire to work for the employer. (Lis, 2018: 286). (Isenhour et al, 2014: 4) The characteristics that make the organization attractive are: (1) profits and advantages, (2) diversity, (3) organizational stature, (4) organizational culture, (5) providing the required information.

#### Seventh: The Importance of the Attractiveness of the Organization

and sees (Slåtten, 2019: 3) The importance of an organization's attractiveness stems from some important factors that may affect the future performance and productivity of organizations. Besides, job seekers (potential employees) are likely to prefer organizations that attract their attention in some way. Finding, attracting and retaining qualified employees is of utmost importance to the success of business organizations due to the competitive climate of the business environment. This matters now more than ever, because as described (Story, 2016: 488), individuals seek jobs that, in addition to promotions and financial rewards, provide fulfillment of core personal values meaning and purpose.

The attractiveness of the organization is also distinguished by its ability to attract talented cadres (Vatankhah, 2021: 457) It is essential because the company's reputation is also used as a source of competitive advantage for the company, as it can be a magnet for talent acquisition and retention (Story, 2016: 489). In the same context, he goes (Krys,

2022: 43) and describes it as a decisive factor in attracting high-performance job seekers and affects the size and quality of the pool of applicants.

### The Practical Side

First: Analyzing the Responses of the Research Sample on the Variable of Strategic Entrepreneurship

The strategic entrepreneurship variable consists of four dimensions, namely: (entrepreneurship culture, entrepreneurial leadership, entrepreneurial thinking, and strategic resource management), and the sample answers are shown in Tables No. (3) that will show the level of answers to dimensions Strategic entrepreneurship, its arithmetic mean, its standard deviation, its coefficient of variation, and relative importance. My agencies:

Schedule (3) Description and diagnosis of the strategic entrepreneurship variable in its dimensions"

The dimension	Arithmetic mean	standard deviation	coefficient of difference	The degree of the answer	order of importance
Entrepreneurial culture	3,726	0.882	23.67%	<u>High</u>	the third
Entrepreneurial leadership	3,688	0.8534	23.14%	<u>High</u>	the first
Entrepreneurial thinking	3,558	0.884	24.85%	<u>High</u>	the fourth
Strategic resource management	3,606	0.8384	23.25%	<u>High</u>	the second
The general rate of the strategic entrepreneurship variable	3,644	0.8644	23.72%	<u>High</u>	-

Source: Prepared by the researcher based on the results SPSS

Based on the above, it is clear that the paragraphs of the descriptive statistics of the strategic entrepreneurship variable and its dimensions in general, as stated in the previous table, which was measured in four field dimensions, as the total arithmetic mean value of this variable was (3.644), and the value of the standard deviation was (0.8644), and the value of the relative coefficient of difference was (23.72%), and these results extracted from statistical methods indicate that strategic entrepreneurship as a variable has obtained a (high) degree of importance, as indicated by the answers of the researched sample, which indicates that Zawraa Company seeks to pay attention to the dimensions of strategic entrepreneurship and consolidate them among individuals and advanced staff in terms of improving the level of their entrepreneurial culture in order to apply it at the level of field behavior and maximize their capabilities and capabilities to adopt entrepreneurial thinking and how to manage the resources available in their organizations and achieve the best benefits.

As for the arrangement of the sub-strategic entrepreneurship dimensions in the field at the level of the company and through the answers of the research sample, they were arranged in a row according to the answers of the respondents as follows: (entrepreneurial culture, entrepreneurial leadership, strategic resource management, and entrepreneurial thinking), and as shown in the table (3).

Figure (1) shows the order of relative importance of each dimension of strategic entrepreneurship, based on the weighted arithmetic mean.

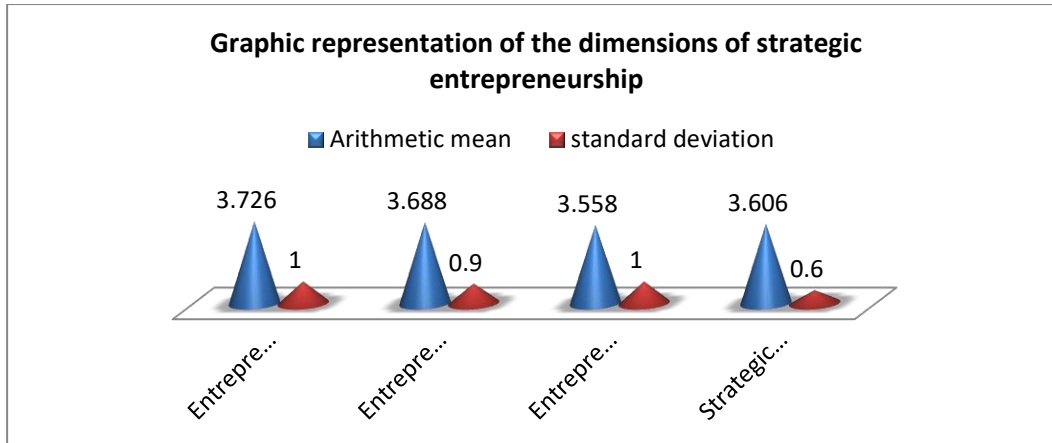


Figure (1) graphic representation of the dimensions of the strategic entrepreneurship variable

Source: program output (Microsoft Excel).

Second: Analyzing the Research Sample's Responses about the Organization's Attractiveness Variable

The sample answers are shown in the tablesnumber (4) that will show the level of answersto the company's attractiveness variable And its arithmetic mean, its standard deviation, its coefficient of variation, and its relative importance, as follows:

show table data (4) concerning the descriptive results of the research community's responses to the company's attractiveness dimension, that the sample members tend to agree in their answer at a (high) level, and this dimension achieved a total mean of (3.71), and in harmony with the answers of the research sample with a standard deviation of (0.88975), and this is confirmed by the coefficient of difference of (23.98%), and this indicates that the company has a general attractiveness and the workers also realize that it has unique advantages that make it a good place to work.

Schedule (4) The research sample's responses about the company's attractiveness dimension

No	paragraphs	Arithme tic mean	standard deviatio n	coefficient of difference	Relative importanc e	arrang ement
21	with regardsFor us, our company is a good place to work.	4.01	0.783	19.53%	80.20%	1
22	There are many factors that motivate workers to stay in the company.	3.52	0.924	26.25%	70.40%	3
23	The company's employees realize that it has an attractive luster for its clients.	3.59	0.955	26.60%	71.80%	4
24	Our company has a number of unique and distinctive advantages and characteristics.	3.72	0.897	24.11%	74.40%	2
<b>The overall rate of attractiveness of the company</b>		<b>3.71</b>	<b>0.8897</b>	<b>23.98%</b>	<b>74.20%</b>	

Source: Prepared by the researcher based on the results SPSS

As for the paragraphs, Paragraph No. (4) related (For us, our company is a good place to work.) with the highest arithmetic mean in the sum of the items of the two variables, as its value was (4.01), which is a high arithmetic mean, with a standard deviation of (0.783), which indicates that the dispersion is low (i.e. there is high homogeneity) in the



sample's answers to this question, and this is proven by the coefficient of variation of (19.53%).

As for the arithmetic mean that obtained the lowest value within this dimension, Paragraph No. (22) which indicates (There are many factors that motivate employees to stay in the company.). Which amounted to ( ), which is a high arithmetic mean compared to the hypothetical arithmetic mean, and with a standard deviation of (0.924). employees to continue.3.52

Third: The Results of Testing the Hypotheses of the Association between the Research Variables and its Dimensions

For the purpose of testing and analyzing the main and sub-correlation hypotheses related to the main variables (strategic entrepreneurship and the attractiveness of the organization), the Pearson correlation coefficient is used (Pearson), whose value ranges from (+1 to -1). Two hypotheses were tested, the first to test the correlation and the second to test the effect, as follows:

a. First hypothesis test: There is a significant correlation between strategic entrepreneurship in its dimensions (entrepreneurial culture, entrepreneurial leadership, entrepreneurial thinking, strategic resource management) with the attractiveness of the organization.

The data of the first hypothesis came as shown in Table No. (5) the next:

Schedule (5) The correlation between strategic entrepreneurship and its dimensions and the attractiveness of the organization

Dimensions	attractiveness of the organization		the decision
	R	Sig.	
Entrepreneurial culture	0.439**	0.000	accept the hypothesis
Entrepreneurial leadership	0.553**	0.000	
Entrepreneurial thinking	0.602**	0.000	
Strategic resource management	0.636**	0.000	
Total Strategic entrepreneurship	0.622**	0.000	

Source: Prepared by the researcher based on the results SPSS

The Entrepreneurial Culture: Table No. (5) The dimension of entrepreneurial culture as one of the dimensions of the independent variable (strategic entrepreneurship) was associated with the variable (attractiveness of the organization) in a significant relationship, and obtained a correlation value (r) amounted to (0.439\*\*), and this indicates that there is a statistical (positive) correlation with significant significance at the level of (0.01), and the significance of this correlation confirmed the value of (Sig.), which amounted to (0.000), which is a value less than (0.05), and this confirms the existence of a perceived correlation among the sample of the existing entrepreneurial culture and practice in Al-Zawra Public Company with the attractiveness of the organization to the company, and that the company seeks To consolidate the values of leadership and innovation among its organizational cadres, and depends mainly on the attractiveness of the organization at Al-Zawraa Company.

2- Pioneering Leadership: Table No. (5) The entrepreneurial leadership dimension as one of the dimensions of the independent variable (strategic entrepreneurship) was significantly associated with the variable (attractiveness of the organization), and obtained a correlation value (r) amounted to (0.553\*\*), and this indicates that there is a statistical (positive) correlation with significant significance at the level of (0.01). This

confirms the existence of an apparent correlation among the sample of the existing entrepreneurial leadership and practice in Al-Zawra Public Company with the attractiveness of the organization to the company.

3- Entrepreneurial Thinking: Table No. (5) The dimension of entrepreneurial thinking as one of the dimensions of the independent variable (strategic entrepreneurship) was significantly associated with the variable (attractiveness of the organization), and obtained a correlation value (r) amounted to (0.602\*\*), and this indicates that there is a statistical (positive) correlation with significant significance at the level of (The significance of this correlation confirmed the value of (Sig.), which amounted to (0.000), which is a value less than (0.05).

4- Strategic Resource Management: Table No. (5) The dimension of strategic resource management as one of the dimensions of the independent variable (strategic entrepreneurship) was associated with the variable (attractiveness of the organization) in a significant relationship, and obtained a correlation value (r) amounted to (0.636\*\*), and this indicates that there is a statistical (positive) correlation with significant significance at the level of (0.01). This confirms the presence of a clear correlation among the sample for the existing strategic resource management and practice in Al-Zawra State Company with the attractiveness of the organization to the company.

5- Total Strategic Entrepreneurship: Table No. (5) The aforementioned relationship between the independent variable (strategic entrepreneurship And the respondent variable (attractiveness of the organization), as the results of the aforementioned table indicate that there is A strong (positive) significant correlation between the variables of the study, strategic entrepreneurship in its dimensions and the attractiveness of the organization, as the value of the correlation coefficient between them was (0.622\*\*) and this value expresses the strength of the positive relationship between the variables of the study at a significant level (0.01) with a confidence level of (0.99), and based on the above, this result can be explained by the fact that the company's leadership is working to attract employees to the company .And it depends mainly on the availability of attractiveness of the organization to them, and inIn light of what the results showed above, the first sub-correlation hypothesis is accepted.

Fourth: Test Hypotheses of Influence between Research Variables.

B. Hypothesis test the second

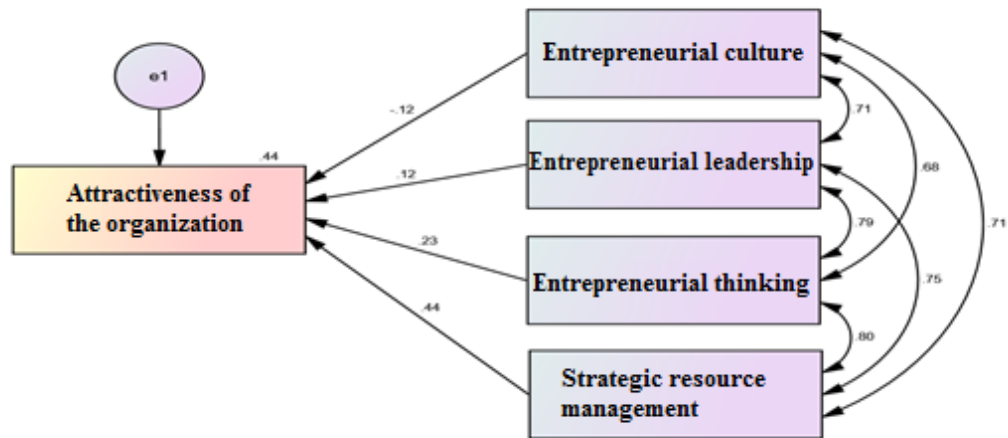
Table No. (6) Test datahypothesisiseffect, which Refers to: There is a significant impact relationship between strategic entrepreneurship and its dimensions (entrepreneurial culture, entrepreneurial leadership, entrepreneurial thinking, strategic resource management) on the attractiveness of the organization.

Schedule (6) The results of testing the impact of the strategic entrepreneurship variable and its dimensions on the attractiveness of the organization

Track	B	T	Sig	F-R2-Sig.	The Decision
Entrepreneurial culture<<< Attractiveness of the organization	-0.120-	-0.981-	0.329	F = 5.149 R2 = 0.438 Sig. = 0.000	accept the hypothesis
Entrepreneurial leadership<<< Attractiveness of the organization	0.124	0.864	0.390		
Entrepreneurial thinking<<< Attractiveness of the organization	0.233	1,540	0.127		
Strategic resource management<<< Attractiveness of the organization	0.443	3,070	0.003		
n = 94	valueTabular F = 2.47		The number of significant variables =1	number of variables= 4	

Source: Prepared by the researcher based on the results SPSS

and Figure No. (2) The following shows the multiple regression model for the dimensions of (strategic entrepreneurship) and its impact on (attractiveness of the organization).



appearance (2) A multiple regression model for the dimensions of (strategic entrepreneurship) and its impact on the (attractiveness of the organization)

It is evident from Table No. (6) and Figure No. (2) above mentioned below:

A. From the previous table, it is shown that the value of (The calculated F) is equal to (5.149), which is a greater value than the tabular value of F if compared with it, which amounted to (2.47). Al-Zawraa can be measured, and thus justifies us accepting the first hypothesis of the main influence hypothesis which we stipulated On: (There is a significant impact relationship between strategic entrepreneurship and its dimensions (entrepreneurial culture, entrepreneurial leadership, entrepreneurial thinking, strategic resource management) on the attractiveness of the organization.

B. From the above table it appears that the value of (R<sup>2</sup>) for the regression model amounted to (0.438), and this shows that the dimensions of strategic entrepreneurship explain (43%) of the changes that occur in the dimension (attractiveness of the organization), while the remaining values are due to other variables and factors, while in the language of the value (Sig.) of the significance of the regression model (0.000), which is a value less than (0.05), and this indicates the significance of the multiple regression model and leads to accepting the first sub-hypothesis of the main effect hypothesis.

C. As for the effect of independent dimensions on the attractiveness of the organization, the sub-dimension of organizational attractiveness shows that there is a significant effect of the dimension (strategic resource management). The value of ( $\beta$ ) of the moral dimensions (0.443), and this expresses that the change in the value of (strategic resource management) one unit leads to a change in (attractiveness of the organization) by (44%), and this confirms that the company's management focuses on its resources strategically to promote the best investment Opportunities and the protection of competitive advantage, which led to an increase in its effectiveness in improving and developing the attractiveness of the organization in Al-Zawraa General Company. As for the other dimensions of the strategic entrepreneurship variable, they did not achieve a significant effect on the attractiveness of the organization. This is due to the fact that the company did not realize the extreme importance of these dimensions, and that it neglected to adopt these dimensions compared to the importance it gave to other dimensions, which led to a decrease in their impact and the inability to improve them for the attractiveness of the organization, as if the company had attached more importance to them.

D. either values ( $\beta$ ) and the negative (T) (-0.120), (-0.981) of the items of the entrepreneurial culture dimension do not constitute an effect as long as (Sig.) is greater than ((0.05) and that the dimension was not significant in the model, it is a reflection of the negative values in the model The flattened, and this may be due to the fact that the sample did not answer the paragraphs of the dimension accurately.

## Conclusions and Recommendations

### Conclusions

1. The independent variable strategic entrepreneurship obtained a high arithmetic mean with a value of (3.64), and these results indicate that the variable has obtained a (high) degree of importance according to the answers of the sample, which indicates that the researched company is aware of the importance and benefits of strategic entrepreneurship and seeks to pay attention to its dimensions and consolidate it among the advanced cadres and improve the level of their entrepreneurial culture in order to apply it at the level Field behavior and maximizing their capabilities and capabilities to adopt entrepreneurial thinking and seize opportunities and how to manage the available resources in their organizations and achieve the best benefits.
2. The results showed that the (entrepreneurial culture) dimension achieved the highest arithmetic mean, and this expresses the availability of interest and interaction among employees in spreading the entrepreneurial culture among them. Whereas, the leadership dimension came first among the dimensions, with a coefficient of difference of% 23.14)). This confirms that the company's leaders possess an inspiring vision and high confidence to deal with various environmental situations.
3. The results showed an average level of entrepreneurial thinking in the company, which indicates a lack of sufficient interest Or as desired by leaders with pioneering thinking as an influential factor in achieving strategic entrepreneurship.
4. The results indicated that the dimension (strategic resource management) as one of the dimensions of strategic entrepreneurship has a significant impact as it is one of the dimensions of the explanatory variable and is more related and influential in achieving the attractiveness of the organization, and this confirms the interest of the organization in strengthening its resources and investing them strategically.
5. While the organization's attractiveness achieved a high arithmetic mean, this is an indication that the company has a general attractiveness and the sample studied also realizes that the company has unique advantages that make it a good place to work..
6. The existence of a strong significant correlation between strategic entrepreneurship and its dimensions and the attractiveness of the organization, as the value of the correlation coefficient between them reached (0.622\*\*), and in light of these results, the first sub-correlation hypothesis was accepted.
7. As for the effect hypothesis, the value of (R2) for the regression model (0.438), and accordingly the first sub-hypothesis of the main effect hypothesis was accepted. This indicates the availability of entrepreneurial culture in the company and that the sample studied is aware of its importance in building the organization's attractiveness to the company.

### Recommendations

1. Cultivating entrepreneurial culture in the hearts of the staff of the researched company, as this will encourage them to learn entrepreneurial skills, and will also contribute to achieving the desired goals of strategic entrepreneurship and thus improving the attractiveness of the company, by holding introductory and scientific conferences and events that encourage and develop the entrepreneurial culture and facilitate support for

ideas generated from them, to transform them To projects or products that contribute to the progress of the country and the organizations in it.

2. ought to The company learns what it takes to achieve attractiveness and be able to make the company more attractive than its competitors in order to obtain a competitive advantage, by directing its departments and cadres to work in accordance with the principles of corporate social responsibility, and the company's participation in environmental activities and events, which contributes to building friendly ties between the community and their company image.

3. The need for Al-Zawraa Company to be interested in enhancing its organizational attractiveness in order to ensure survival and continued distinction with its competitors in the scope of business competition today, by attracting more human talents and diverse skilled capabilities and creating an organizational climate that takes into account diversity and builds an open internal culture that meets the desires and aspirations of current and potential customers as well as spreading practices creative.

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