

Enhancing the Decision-Making Process and Reliability through Measuring the Effects of Incorporating Social Requirements, New Solutions, and Sustainability Measurements

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Abstract

In order to investigate and improve the decision-making process and reliability, the purpose of this study was to investigate and measure the effects of combining social requirements, new solutions, and sustainability measurements at private universities in Jordan. The primary purpose of this study was to evaluate the extent to which these components contribute to the enhancement of the decision-making process and the enhancement of reliability within the setting of higher education institutions. In order to examine the hypotheses that were proposed in this research, a total of 278 participants from private institutions in Jordan were involved, and the data that was obtained was subjected to in-depth analysis and debate following its collection. According to the findings of the study, the incorporation of social entrepreneurship components, such as paying attention to social needs or problems, developing innovative solutions, and utilizing sustainability indicators, had a beneficial effect on the decision-making processes and reliability within the context of the institution. Particularly noteworthy is the fact that the identification and consideration of social requirements and problems included characteristics such as the scale of social needs, the sense of urgency and immediacy, as well as the underlying reasons and contributing variables. Innovative solutions, which are exemplified by technology integration, scalability and reliability, and collaborative collaborations, have shown themselves to be the second most important variable. The measurement of sustainability was the third key aspect, which included the examination of financial viability, the evaluation of outcomes and effects, as well as the evaluation of adaptation and learning. The study's concentration on Jordan's private universities which provides information that could improve Jordanian education and university efficiency. The study uses a creative approach to illuminate the numerous aspects of social entrepreneurship and their role in establishing Decision making process and reliability success in Jordanian private higher education institutions.

Keywords: *Decision Making Process, Reliability, Social Entrepreneurship, Social Need or Problem, Innovative Solutions, Sustainable Measurements.*

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1. Introduction

Improvements in decision-making and dependability through the evaluation of the effects of incorporating societal requirements, innovative solutions, and sustainability metrics have created a dynamic force for positive change (Gupta et al., 2020). García-Jurado et al. (2021) attribute this increase to a focus on addressing societal challenges and creating sustainable business models. The impact of this change on enterprises is enormous and varied (Bacq & Lumpkin, 2021). This study examines how societal expectations, innovative solutions, and sustainability measures shape this powerful force and benefit enterprises (Cardella et al., 2021). According to Kickul and Lyons' 2020 research, this revolutionary process begins with identifying and meeting unmet social needs and expectations. These include poverty reduction, environmental resolution, medical care and education, equitable reliability, and environmental quality improvement (Kamaludin et al., 2021). Kamaludin et al. (2021) that satisfying these societal needs has two benefits. It solves fundamental social issues and creates new business opportunities.

Méndez et al. (2021) say enterprises who participate in this transforming process can reach socially conscious markets and customers. Canestrino et al.'s 2020 study found that corporations can capitalize on socially conscious market growth by aligning their strategy with societal needs. This connection boosts the brand's reputation, attracting loyal customers and fostering long-term success. Businesses see a mutual benefit in knowing needs and challenges and present themselves as social contributors (Yatminiwati et al., 2021). This revolutionary process is based on creatively solving complicated social and environmental issues, according to Shahid and Alarifi (2021). To accept these unique concepts, you must be innovative, adaptive, and efficient (Anh et al., 2022). Businesses who undergo this process get valuable insights, improve their problem-solving skills, and gain a competitive edge, according to Bacq and Lumpkin (2021). Anh et al. (2022) state that adapting to social expectations brings up new markets and opportunities. This innovation encourages R&D, technology use, and collaborations that lead to creative solutions, according to Bacq and Lumpkin (2021). Sustainability metrics quantify results and ensure that the firm's operations are in line with its social goals (Gupta et al., 2020). Shahid and Alarifi (2021) say this duty gives corporations a feedback loop to strengthen their social impact plans. This obligation is ethical and growth-oriented. Canestrino et al.'s 2020 study found that clear communication of effect builds stakeholder confidence, leading to stronger support and recognition.

Klarin and Suseno (2023) state that companies undergoing radical transformation due to social criteria, innovative solutions, and sustainability assessments can tap into new consumer preferences and growing markets. Their market position improves as they find innovative solutions, which encourages creative problem-solving and flexibility. Sustainable metrics promote accountability, continual improvement, and stakeholder trust and confidence, according to Yatminiwati et al. (2021). Weaver (2023) states that these guiding principles assist reliability and positive social development while meeting a company's social responsibility standards. This revolutionary process will continue to affect reliability and decision-making. This influence drives positive development. The literature will be reviewed in the following sections, followed by a detailed discussion of the study's methodology and data collection. Section 5, which presents the research findings and interpretations, will conclude this study. Improving decision-making and dependability by evaluating the effects of embracing societal needs, new solutions, and sustainability measures has created a dynamic force for good change (Gupta et al., 2020). This has created a driving force for positive transformation. García-Jurado et al. (2021) attribute the to a commitment to addressing societal issues and creating sustainable business models. This study examines how social expectations, new solutions, and sustainability measures build this large force and promote current firms (Cardella et al., 2021). Kickul and Lyons' 2020 research suggests that the first step in this revolutionary process is identifying and meeting unmet social wants and expectations. These issues

include poverty reduction, environmental resolution, medical care and education , equitable reliability, and environmental quality improvement (Kamaludin et al., 2021). The above difficulties are not the only challenges.

Kamaludin et al. (2021) explain that meeting these societal needs has two goals. It solves fundamental social issues and opens new commercial opportunities. Méndez et al. (2021) found that enterprises who participate in this transforming process can reach socially conscious markets and customers. A 2020 study by Canestrino and colleagues found that corporations can thrive on socially conscious marketplaces if they align their tactics with societal norms. The brand's reputation improves, which leads to enhance decision making process and reliability. (Yatminiwati et al., 2021) Businesses recognize the mutual benefit of understanding demands and challenges and position themselves as social innovators. Because they realize this understanding may benefit both sides. According to Shahid and Alarifi (2021), revolution involves creatively solving complex social and environmental issues. Revolutionary process centers on this. Anh et al. (2022) suggest thinking imaginatively, adapting, and prioritizing efficiency to apply these unique concepts. Bacq and Lumpkin (2021) found that this process helps firms gain insights, solve challenges, and gain a competitive edge. According to Anh et al. (2022), the ability to innovate in response to social expectations opens up new prospects and markets. According to Bacq and Lumpkin (2021), this innovation stimulates research and development, technology use, and collaborations that may lead to novel solutions.

Klarin and Suseno (2023) recommend a thorough, transparent research to identify the effects of transformative efforts. This is crucial for process efficiency and sustainability. Sustainability metrics assess results and ensure that the company's activities meet its social responsibility goals (Gupta et al., 2020). According to Shahid and Alarifi (2021), this requirement allows enterprises to participate in a feedback loop to improve their social impact plans. Ethics and progress are considered when contemplating this task. In 2020, Canestrino and colleagues discovered that straightforward communication of effect boosts stakeholder confidence, leading to stronger support and recognition. Klarin and Suseno (2023) claim that enterprises that are changing dramatically due to social criteria, innovative solutions, and sustainability measurements can tap into new client preferences and rising markets. These companies can now measure their sustainability. Their search for unique ideas has helped them gain market share and promoted creative problem-solving and adaptation. According to Weaver (2023), adopting these guiding principles meets a corporation's social responsibility standards and allows for reliability and positive social transformation. This revolutionary process has already affected decision-making and reliability, and it will continue to do so. This impact drives positive change. The study's method and data collection strategy will be discussed in the following sections after a thorough literature review. Finally, this probe will conclude. Section 5 will give the research findings and interpretations, ending this study. Results will be in Section 5.

2. Literature Reviews

2.1 Social Needs

Social problems and wants are intertwined with society and indicate the basic needs that must be satisfied for people and communities to have meaningful and dignified lives (Valujeva, 2023). These basic needs include food, shelter, medical care, education, and financial stability (Yu, 2022). Any civilization must be aware of these needs and work to meet them to thrive and progress (Kaputa et al., 2022). The most common social requirements are adequate nourishment, safe housing, and appropriate medical treatment (Inganah et al., 2023). Employment and reliability security allow people to meet their needs and contribute to society (Guillory, 2023). Their importance is due to this (Jung & Magiera, 2023). Social support and community are equally crucial for well-being (Garritzmann et al., 2022). Unmet social needs can cause many societal issues (Nisic et

al., 2023). Unmet needs can lead to poverty, homelessness, malnutrition, and poor healthcare, which perpetuate inequality and slow social progress (Flanagan et al., 2023). These concerns can affect people's physical and mental health, education, and quality of life (Guillory, 2023). Communities, non-profits, local governments, and individuals must work together to address social concerns (Valujeva, 2023). Policy actions, social welfare programs, and access to essential services like medical care and education are needed to solve these issues (Kaputa et al., 2022). Lobbying, community-based groups, and support networks also help connect unmet needs to meaningful solutions (Inganah et al., 2023). Public policies and programs help address social concerns (Guillory, 2023). Government actions that provide safety nets, financial support, and vital services can reduce the impact of unfulfilled demands on disadvantaged communities (Jung & Magiera, 2023). To create a more equal society, these measures often transfer resources and address basic imbalances (Garritzmann et al., 2022). To create a compassionate and just society, first identify its wants and then address them (Nisic et al., 2023). Everyone must ensure that everyone can live a dignified life and access the necessities of life (Inganah et al., 2023). Our communities and society as a whole benefit from addressing these needs, but so do the people who live in them (Kaputa et al., 2022).

Social demands and Decision making process have a complicated and deep impact on reliability (Valujeva, 2023). This link affects corporate growth (Yu, 2022). Decision making process requires addressing community or workforce social needs (Garritzmann et al., 2022). Decision making process that addresses social needs is more likely to foster trust, loyalty, and a sense of belonging in constituents (Nisic et al., 2023). By prioritising employee well-being, sustainable decision maker foster innovation, productivity, and job satisfaction (Jung & Magiera, 2023). Lower turnover, higher employee engagement, and more dedicated staff boost reliability by improving corporate efficiency and effectiveness (Flanagan et al., 2023). Socially focused executives are more likely to make ethical and accountable decisions (Guillory, 2023). These decisions can boost a company's brand and attract investors and customers, boosting its reliability success (Guillory, 2023). Reliability research has thoroughly examined the intricate link between social needs, demand, and reliability. This link shows how individual and societal needs, consumer demand, and national reliability well-being interact. This article will examine this link and its effects on reliability using scholarly sources. People and communities have many social needs, including healthcare, education, housing, food security, and more. Human health and quality of life depend on these demands. Meeting a society's social demands improves health, education, and living conditions. Thus, social development requires meeting social needs. Demand, on the other hand, is consumer willingness and ability to buy goods and services. Consumption drives reliability activity by affecting production and distribution. Meeting social needs can improve disposable income, which boosts consumer demand. Improved education can boost an individual's abilities and employability, increasing income and demand for goods and services. Several academic researches show that meeting social needs boosts reliability. Cutler and Lleras-Muney (2010) discovered that healthcare gains like longer life expectancies and lower death rates boost reliability. Heckman and Masterov (2007) showed that early childhood education boosts human capital and productivity, generating significant reliability rewards.

Conversely, when social needs are unmet or underfunded, it can lead to adverse consequences for reliability. For instance, inadequate healthcare can result in a less healthy and less productive workforce, leading to higher absenteeism and reduced reliability output. Additionally, limited access to education can hinder the development of a skilled labor force, constraining a country's reliability potential. Moreover, the relationship between social needs, demand, and reliability is not unidirectional. Reliability, when coupled with equitable distribution of wealth and income, can also contribute to the fulfillment of social needs. As a country's economy expands, it has the potential to generate more resources for public spending on healthcare, education, and social welfare programs.

Based on previous studies and reviews, this research proposed the following hypotheses:

H1: there is a positive relationship between social need and demands and enhancing Decision making process.

H2: there is a positive relationship between social need and demands and improving reliability.

2.2 Innovative Solutions

The ability to innovate is essential for overcoming difficult obstacles and propelling forward progress in a wide range of domains (Lepore et al., 2023). Innovative solutions are unique approaches, concepts, and technologies that give creative and effective responses to existing challenges and unfulfilled requirements (Reshi, 2023). Innovative solutions can also be thought of as creative and effective ways to meet unmet demands (Carstensen et al., 2023). These solutions are absolutely necessary in order to encourage constructive development and technological advancement in society (Ahuja et al., 2023). In the world of business, creative problem-solving is absolutely essential to make a good decision and achieve the reliability (Gupta et al., 2023). In order to obtain a competitive advantage, businesses need to consistently innovate in order to improve efficiencies, create new goods and services, and discover untapped markets (Bahoo et al., 2023). Some examples of this might be technology improvements that improve efficiency, environmentally responsible practices that lessen the influence on the environment, and innovative marketing methods that attract the attention of consumers (Caicedo et al., 2023).

In the field of medicine, creative ideas have the potential to completely transform the ways in which we diagnose, cure, and even prevent diseases (Afewerki et al., 2023). Examples of the impact that innovation has had on improving patient care, boosting research capacity, and making healthcare more accessible include the development of telemedicine, wearable health tech, and gene therapy (Almajali et al., 2023). The ways in which we educate and educate others are being revolutionized by recent educational advances (Vivona et al., 2023). Education is undergoing a revolution because to the rise of online learning platforms, adaptive educational software, and personalized learning plans (Ahmad et al., 2022). These innovations are improving access to education, individualizing instruction, and broadening the scope of options for ongoing education (Bahoo et al., 2023).

Innovative solutions are required to prevent climate change, protect natural resources, and promote sustainable living in order to address environmental concerns (Carstensen et al., 2023). In order to construct a more sustainable future, innovations such as technologies for renewable energy sources, green construction techniques, and waste reduction initiatives are essential (Ahuja et al., 2023).

Collaboration between different fields often results in the development of novel approaches (Afewerki et al., 2023). The unique perspectives and areas of expertise brought to the table by professionals from a variety of industries can help pave the way for innovative developments in science, technology, and other fields (Ahmad et al., 2023). This multidisciplinary method frequently encourages creative thinking and makes it possible to solve problems in a more holistic manner (Hammouri et al., 2023). Even if novel solutions have a great deal of potential, putting them into practice can be fraught with difficulties (Hanandeh et al., 2023). The implementation of innovative ideas may be hampered by a resistance to change, constraints on available resources, and legislative impediments (Vivona et al., 2023). Confronting these challenges frequently calls for a level of perseverance as well as adaptability (Lepore et al., 2023). In order to conquer societal obstacles, advance businesses, and create a brighter future, innovative solutions are absolutely necessary (Reshi, 2023). Governments, businesses, academic institutions, and individuals each have a role to play in fostering innovation and providing support for

existing ideas (Afewerki et al., 2023). We can continue to generate inventive solutions that have a good impact on our planet if we cultivate a culture of invention and collaboration (Caicedo et al., 2023).

The promotion of reliability is largely dependent on the implementation of forward-thinking strategies and environmentally responsible decision making process. Responsible decision-making that takes into account the long-term effects of company actions on the environment, society, and stakeholders is emphasized in enhancing decision making process. If a company adopts a decision making process model, there is a greater chance that the company will invest in creative solutions to critical environmental and social concerns (Bahoo et al., 2023). For instance, businesses may decide to develop environmentally friendly technologies, embrace models of circular economies, or implement energy-efficient procedures. These innovations not only lessen their impact on the environment, but they also open up new business options and boost the company's overall operating efficiency (Lepore et al., 2023). As a result of this, decision making process not only aligns itself with environmental and social goals but also makes a contribution to reliability by promoting competitiveness and profitability (Ahuja et al., 2023). In addition, Decision making process and innovative problem-solving approaches mutually reinforces one another (Zagheer et al., 2022). A decision making process that supports innovation, variety of opinion and an emphasis on sustainability typically serves as a fertile ground for the development of novel ideas. Decision makers have a greater willingness to try new things and are committed to continual improvement, both of which are necessary for fostering innovation (Gupta et al., 2023). On the other hand, creative solutions can result in more business models and practices. This is because they help businesses to discover alternatives that are more efficient with resources, cut down on waste, and adapt to shifting consumer preferences for environmentally conscious products and services (Carstensen et al., 2023). This synergy between innovation and sustainability not only boosts a company's competitive edge but also adds to reliability. It does this by cultivating an environment that is resilient, adaptable, and ethical in its business behavior, all of which are attractive to customers, investors, and employees (Reshi, 2023). To get to the heart of the matter, the connection that exists between forward-thinking solutions and environmentally responsible decision making process acts as a driver for reliability (Lepore et al., 2023). Based on previous studies and reviews, this research proposed the following hypotheses:

H3: there is a positive relationship between innovative solution and enhancing Decision making process.

H4: there is a positive relationship between innovative solution and improving reliability.

2.3 Sustainable Measurements

Quantitative and qualitative indicators are used to evaluate and track progress toward environmentally responsible and socially conscious behaviors; these indicators are collectively referred to as sustainability metrics (Mio et al., 2022). These measurements are absolutely necessary in order to assess the effects that our actions have had not just on the economy but also on society and the environment (Gleißner et al., 2022). Measures of sustainability can include a wide variety of measures, such as carbon emissions, water consumption, energy efficiency, waste reduction, social effect, and reliability resilience (Hervani et al., 2022). These measures are applicable to a wide range of domains, from individual enterprises and industries to entire cities and countries (Ali et al., 2022). When it comes to assessing environmental, social, and governance (ESG) performance in the business world, utilizing sustainable metrics is absolutely necessary (Badi et al., 202). They assist businesses in establishing goals, lessening their ecological footprint, improving their social responsibility, and demonstrating their commitment to sustainability, all of which can be appealing to clients and investors (Cheng et a., 2022). Measurements based on sustainable practices are utilized in environmental protection

efforts to monitor the state of ecosystems, track the populations of species, evaluate the quality of water, and evaluate the success of various conservation initiatives (Mengistu & Panizzolo, 2023). These measurements provide data that can be used to guide decision-making in the context of initiatives to protect and preserve natural habitats and biodiversity (Antunes et al., 2023). Assessing aspects such as social justice, the health of the community, and equitable access to resources are some of the components that go into measuring social sustainability (Jan et al., 2023). These indices can be used to monitor progress in areas such as living standards, education, and healthcare, as well as the narrowing of the gap between different social classes (Melo et al., 2023).

Measurements that are sustainable are of critical importance in the management of energy and resources (Cagno et al., 2023). These metrics can be used to evaluate the energy efficiency of many operations, including those involved in manufacturing, transportation, and building construction (Wu et al., 2023). In addition to this, they evaluate whether or not the use of limited resources such as water, minerals, and forests can be done in a sustainable manner (Cagno et al., 2023). Accuracy of data, standardization of methods, and the complexity of interrelated systems are some of the challenges associated with sustainable measurements (Antunes et al., 2023). In order to overcome these problems, collaboration, the development of new data gathering methods, and the establishment of industry standards to assure reliable and consistent measurements are required (Jan et al., 2023). Measurements that are sustainable are necessary instruments for evaluating and promoting sustainability in a variety of fields, including business, the protection of the environment, and the improvement of social well-being (Mengistu & Panizzolo, 2023). Measurements that are accurate and thorough will continue to be essential in directing policies, practices, and behaviors toward a more environmentally and socially responsible future as we face an expanding number of environmental and social concerns (Ali et al., 2022).

Measures of sustainability and decision making process strategies that prioritize sustainability are interrelated components that have a substantial impact on reliability (Ahmad et al., 2023). Decision making process that prioritizes sustainability places an emphasis on the importance of establishing sustainability goals that are both specific and meaningful and incorporating those goals into the organization's overall strategy (Cheng et al., 2022). Effective decision makers are aware that in order to track progress toward these goals, they need to be quantitative and measurable (Badi et al., 2022). Measures of sustainability offer methods that can be used to evaluate the impact that an organization on the environment, society, and the economy (Hervani et al., 2022). When decision makers incorporate such assessments into their decision-making processes, they are better able to identify areas in which adjustments are necessary and make choices that are driven by data, which in turn drives sustainable behaviors (Gleißner et al., 2022).

In turn, these environmentally conscious business activities contribute in a variety of ways to the decision making process and reliability (Melo et al., 2023). First, they decrease their operational costs by increasing their resource efficiency, decreasing their waste, and boosting their overall output (Mio et al., 2022). Second, they improve a company's reputation, which in turn brings in customers and investors who are ecologically and socially sensitive, which ultimately results in a larger market share and greater financial gains (Hervani et al., 2022). Third, innovation that is motivated by sustainability frequently results in the creation of new products, services, and technology that can generate additional revenue streams and support reliability (Ali et al., 2022). In addition, sticking to Decision making process assists firms in navigating regulatory changes and reducing long-term risks, which ensures the organizations' resilience in a dynamic business environment (Badi et al., 2022). As a result, there is a symbiotic relationship between sustainable metrics, Decision making process, and reliability (Melo et al., 2023). This is due to the fact that these practices enable firms to flourish while also contributing to a more sustainable and affluent global economy (Mio et al., 2022).Based

on previous studies and reviews, this research proposed the following hypotheses:

H5: there is a positive relationship between Sustainable Measurement and enhancing Decision making process.

H6: there is a positive relationship between Sustainable Measurement and improving reliability.

2.4 Decision making process and reliability

Li & Yazdi, 2022; Phoon et al., 2022; Mondal et al., 2023; Shekhovtsov et al., 2022; Yazdi et al., 2022; Xu et al., 2023; tran et al., 2022; Nyadzi et al., 2022; Mazlum & Atalay, 2022; Lin et al., 2022; Zhu et al., 2022; okhari & Myeong, 2022

Because of this, the process of making decisions is an essential component of the operation of an organization. This is because decisions are responsible for guiding activities and determining the consequences of those actions (Li & Yazdi, 2022). The process of selecting one possibility from among a number of alternatives on the basis of the information that is available is one of the most important parts of decision making. A number of possibilities are available. When it comes to organizational settings, the dependability of decisions is of the biggest importance because it has a significant impact on the efficiency of efforts and the level of success that they reach to a remarkable degree (Phoon et al., 2022). It is absolutely necessary for businesses to have decision-making procedures that are of a well-structured nature in order for them to be able to successfully navigate uncertainties, capitalize on opportunities, and mitigate risks (Mondal et al., 2023). When it comes to the success of any business, it is absolutely necessary to base judgments on trustworthy information rather than on guesswork (Shekhovtsov et al., 2022). Information that is not only accurate but also up to date and pertinent is the foundation upon which it is possible to develop judgments that can be relied upon (Yazdi et al., 2022). Organizations make investments in the gathering, analysis, and interpretation of data with the goal of ensuring that decision-makers have a thorough grasp of the circumstances with which they are confronted because this is the aim behind these efforts (Xu et al., 2023).

An increase in the reliability of the process by which judgments are made has been brought about as a result of this commitment to ensuring that the information is reliable (tran et al., 2022). The process of making decisions is impacted by a vast array of elements, each of which contributes to the decision-making process and has an impact on the reliability of the decisions that are made (Nyadzi et al., 2022). Some of the qualities that are included in this category are the level of difficulty of the task that is currently being performed, the dynamics of the external market, the decision making process style of the company, and the culture of the business (Shekhovtsov et al., 2022). Establishing a decision-making framework is well-established helps to develop reliability by ensuring that it is linked with the strategic objectives and essential values of the organization (Mazlum & Atalay, 2022). When this is followed by communication that is both open and honest, it is possible to achieve this goal. Taking into consideration the context of the modern world, technology is an essential component in the activities that take place during the decision-making process (Lin et al., 2022).

It is possible for enterprises to enhance their decision-making process by gaining insights that can be utilized to improve the process (Zhu et al., 2022). This is made possible by the utilization of data-driven technologies, advanced analytics, and artificial intelligence. The implementation of technology not only enhances the speed and efficiency with which decisions are made, but it also contributes to the improvement of the reliability of those judgments by limiting the amount of room for error that is present in the process (Okhari & Myeong, 2022). In spite of the fact that there have been breakthroughs, there are still challenges that need to be conquered in order to arrive at decisions that can be depended upon (Phoon et al., 2022). One possible explanation for these difficulties is that they are

brought on by an excessive amount of information, cognitive biases, or disturbances from the outside world (Almajali et al., 2023). In order for businesses to improve the reliability of their decision-making processes, it is essential for them to first recognize the challenges that they are facing and then put into action solutions that will assist them in overcoming those obstacles so that they can achieve their goals (Nyadzi et al., 2022). The dependability of decision making and decision making (Lin et al., 2022) are directly related to the success of an organization, and there is a clear correlation between them (Zagheer et al., 2022). One of the many good effects that can result from having the ability to make decisions based on reliable information is the ability to effectively allocate resources, improve outcomes, and align strategic goals. In contrast, judgments that are not dependable can result in the loss of resources, the failure to take advantage of opportunities, and the erosion of the organization's reputation when they are made (Mazlum & Atalay, 2022). Developing a culture that places a focus on continual growth and adjustment from time to time is necessary for businesses to ensure that their decision-making procedures are always dependable (Li & Yazdi, 2022). This is because businesses need to ensure that their procedures are always reliable (Hammouri et al., 2023). There is a variety of factors that, over the course of time, contribute to the methodical and consistent enhancement of decision-making processes (Ahmad et al., 2023).

Evaluations of decision-making processes, feedback mechanisms, and the accumulation of knowledge from both successes and mistakes are some of the aspects that fall under this category (Mazlum & Atalay, 2022). Because of this, the decision-making process that an organization engages in is inextricably related to the capacity of the corporation to manage the complexities of the environment in which it operates (Shekhovtsov et al., 2022). Taking into consideration the conversation that came before, this is the conclusion that may be formed. For the purpose of accomplishing the goal of reliability, it is essential to implement a comprehensive plan (Mondal et al., 2023). The incorporation of technology advancements, the guarantee of the accuracy of information, and the demonstration of a dedication to the pursuit of continual progress should all be included in this plan (Phoon et al., 2022). It is vital for the decision-making processes of organizations to be updated in parallel with the evolution of the firms themselves in order to guarantee that organizations will continue to be dependable in the face of challenges that are always and continuously evolving (Li & Yazdi, 2022).

Based on previous studies and reviews, this research proposed the following hypotheses:

H7: there is a positive relationship between enhancing Decision making process and improving reliability

3. Research Methodology

The purpose of this research is to investigate the influence that various aspects of social entrepreneurship have on the Decision making process and reliability in the Jordanian private universities. The impacts that aspects related to social entrepreneurship have, such as social demand and problem, innovative solutions, and sustainable measurements, on enhancing Decision making process and reliability. In order to evaluate major research concepts that were presented on Google Drive, the participants used a Likert scale that featured a range of responses from 1 (showing a strong disagreement) to 5 (expressing a strong agreement). In order to test our hypothesis, we utilized a methodology known as Partial Least Squares (PLS). After the process of cleaning the data was completed, it was discovered that a total of 278 participant responses satisfied the essential criteria for analysis and subsequent discussion in relation to the hypotheses of our study. This was discovered after the process of cleaning the data was completed. Importantly, the data that were obtained displayed a considerable level of accuracy that was significantly higher than the predicted estimations, with a tenfold increase in precision.

4. Research Results

A series of tests were carried out in order to investigate the degree of precision and accuracy provided by the measuring strategy. Cronbach's alpha was the method that the researchers utilized in order to evaluate the survey's reliability as well as its level of internal consistency. A cutoff value of 0.70 was established since it was in accordance with the suggestions that were presented by Hair et al. (2006). The Cronbach's alpha coefficients for the subscales of the scale can be found in Table (1.) These coefficients are provided so that they can be examined. Every single numerical value contained within the subscale is more than the predetermined minimum threshold of 0.70. When determining the convergent validity of a measurement instrument, Fornell and Larcker state that it is best practice to use a critical threshold of 0.70 or above for the construct reliability (CR) test and a threshold of 0.50 or above for the average variance extracted (AVE) test. Both of these thresholds are for the test of the reliability of the construct. On the other hand, it is essential to take into account the fact that the failure rates of the components as well as the average failure rates that are presented in Table 1 do not meet these particular specifications. All of the path loadings for the components had values that were larger than 0.50, which indicated that there were robust relationships. After doing an analysis to see whether or not the hypothesis can be supported by the research paradigm, the findings are summarized in the table that follows.

Table 1: Reliability and Validity test

Code	Variable	Factor's Loading	VIF
Social Need or Problem (SNP)	(Chronbach's Alpha: 0.493 , CR: 0.613, AVE: 0.475)		
SNP1	The Scale of Social Need	0.415	2.120
SNP2	The Urgency and Immediacy	0.532	1.118
SNP3	Root Causes and Contributing Factors	0.533	1.276
Innovative Solutions (IS)	(Chronbach's Alpha: 0.509, CR: 0.519, AVE: 0.515)		
IS1	Technology Integration	0.332	1.544
IS2	Scalability and Reliability	0.542	1.138
IS3	Collaborative Partnerships	0.654	1.3264
Sustainability and Impact Measurement (SIM)	(Chronbach's Alpha: 0.571, CR: 0.560, AVE: 0.632)		
SIM1	Financial Viability	0.544	1.753
SIM2	Outcome and Impact Metrics	0.610	2.390
SIM3	Adaptability and Learning	0.561	2.347
Decision making process (DMP)	(Chronbach's Alpha:0.363 , CR: 0.425, AVE: 0.318)		
DMP1	Information Availability	0.220	2.210
DMP2	Decision-Maker's Cognitive Style	0.328	1.682

DMP3	Organizational Culture	0.541	1.578
Reliability (R)	(Chronbach's Alpha: 0.636 , CR: 0.531, AVE: 0.639)		
R1	Consistency	0.611	1.442
R2	Validity	0.657	2.432
R3	Test-Retest Reliability	0.640	1.356

In light of the fact that our assessment of the research model came out positively in the table that came before it, we are now allowed to move on to the next step of our process, which is to investigate the research hypotheses.

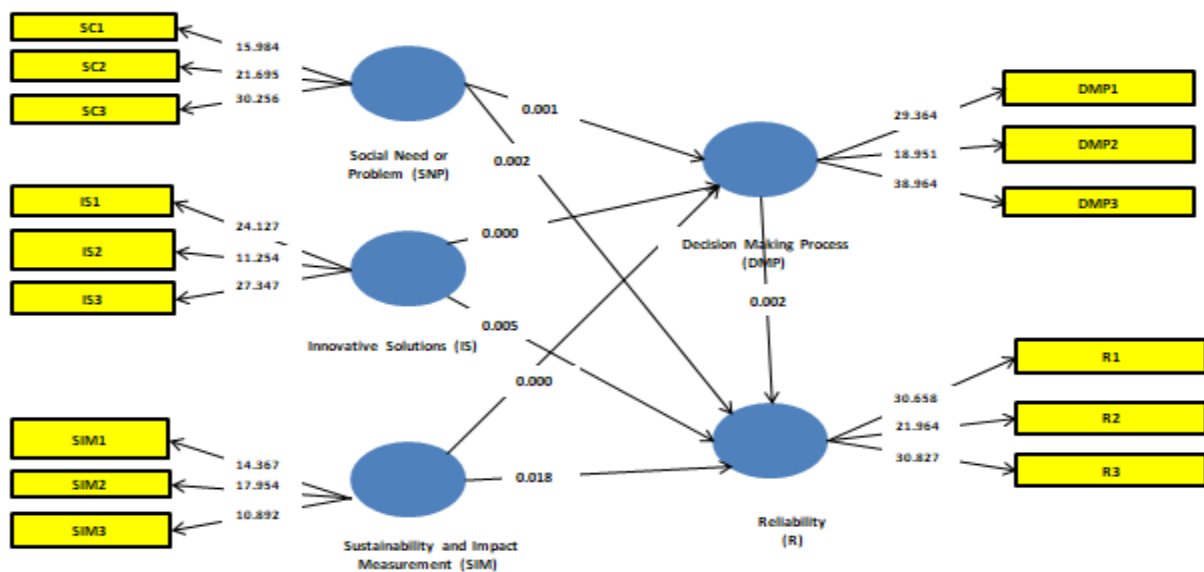


Fig. 2. Research Bootstrapping Results

It is made clear that the research hypotheses have been fully validated by referring to the accompanying diagram, which depicts the direct influence of the relationships among the study variables.

Table 2: Discriminant Validity

Construct	SNP	IS	SIM	SLP	BEG
SNP	0.190				
IS	0.126	0.127			
SIM	0.241	0.128	0.268		
SLP	0.346	0.122	0.235	0.244	
BEG	0.110	0.157	0.347	0.210	0.417

In order to determine whether or not there was discriminant validity, the Fornell-Larcker criterion was utilized. When the correlations among the components have a value that is less than the average variance extracted (AVE) from those components, we have determined that this requirement has been met. When compared to the component correlations, the square roots of the average variances extracted (AVEs), which are highlighted in bold, show magnitudes that are less significant. This observation provides data to support the validity and efficiency of the discriminant analysis method.

Following the completion of the measurement model's clearance process, the structural

model underwent analysis, which yielded an R2 score of 50.1%. The value of R2 is higher than the threshold of 25% that Hair et al. have established as acceptable. Table 3 provides more evidence that low p-values are present, which indicates that all of the hypotheses are correct.

According to the findings of our research, there is a statistically significant connection between social need and problem and both Decision making process ($\beta= 0.127$, $p 0.05$) and corporate reliability ($\beta= 0.133$, $p 0.05$). These findings are based on the hypothesis that there is a causal link between these three factors. These data lend support to Hypotheses 1 and 2, which were previously proposed. In a similar vein, the inventive solutions that are demonstrated by innovators have a considerable impact on both environmentally responsible decision making process and the reliability success of businesses ($\beta = 0.221$, $p 0.05$) and ($\beta = 0.267$, $p 0.05$), which provides support for Hypotheses 3 and 4. In the end, it was concluded that the implementation of sustainable measurement has a significant and beneficial influence on the Decision making process and corporate reliability ($\beta= 0.196$, $p 0.05$) and ($\beta= 0.184$, $p 0.05$), hence providing support for Hypotheses 5 and 6. In addition, the evidence that is currently available lends credence to the hypothesis H7, which indicates that the enhancement of Decision making process has a positive impact on the improvement of corporate reliability. This effect is not only positively significant ($\beta= 0.256$, $p 0.05$), but it is also statistically significant.

Table 3: Research Hypotheses Test

	Research Hypotheses Test	Beta	P-Value	Results
H1	Social Need and Problem → Decision making process	0.127	0.002	Supported
H2	Social Need and Problem → Reliability	0.133	0.001	Supported
H3	Innovative Solutions → Decision making process	0.221	0.001	Supported
H4	Innovative Solutions → Reliability	0.267	0.000	Supported
H5	Sustainable Measurement → Decision making process	0.196	0.001	Supported
H6	Sustainable Measurement → Reliability	0.184	0.002	Supported
H7	Decision making process → Reliability	0.256	0.005	Supported

5. Future Research and limitations

Future research into the interplay between social entrepreneurship aspects, environmentally responsible decision making process, and their influence on the rate of reliability in the Jordanian private universities has the potential to yield substantial advances in the field. It is essential to have a complete grasp of the complexity involved with these issues in order to meet the requirements of both society and business, where sustainability is becoming an increasingly important concept. The distinction between diverse social entrepreneurship approaches and practices that are congruent with environmentally responsible decision making process is a topic that merits further investigation. Scholars now have the opportunity to explore the impact that a variety of techniques, such as community involvement projects or innovations that are favorable to the environment, have on the viability of reliability at Jordan private universities.

The dynamic relationship between innovativeness and reliability at Jordan private universities, specifically in the domains of technology and processes, might effectively augment environmentally responsible decision making process. This question is at the heart of the dynamic relationship between innovativeness and reliability at Jordan private universities. This may involve the development of innovative ecologically friendly technologies, materials, or logistical procedures with the goals of reducing ecological damage and increasing reliability productivity. The academic world and the business

world both have a large stake in gaining an understanding of the relationship that exists between sustainable practices, innovative practices, and the impact that these relationships have on reliability.

In addition, it is of the utmost importance to carry out an investigation that is more all-encompassing in nature about the part that social capital management plays in the context of reliability at Jordan private universities. Scholars have the option to examine the ways in which the formation and exploitation of social networks and interactions, both within the Jordan private universities and outside, might aid the advancement of sustainability projects. This opportunity is available both inside and outside of the Jordan private universities. This includes an investigation into the effect that collaborations, partnerships, and the involvement of stakeholders have had on the rate of reliability as well as the overall success of the Jordanian private universities.

Nevertheless, it is absolutely necessary to be aware of the limitations that are inherent to this field of research. The intricate and complex aspects that are inherent in the concept of sustainability can be considered a significant restraint. Researchers are needed to make adjustments to their studies so that they can stay up with the rapid improvements being made in the field of environmentally responsible business practices. Because of this, coming to findings that have broad applicability is a difficult and time-consuming endeavor. Furthermore, it should be highlighted that the influence of social entrepreneurship, innovativeness, and social capital on reliability and the performance of businesses in the Jordanian private universities depends on the specific context in which they are employed. This is something that should be taken into consideration. This hints that the influence of these elements can be different depending on the type of business, the location of the business, and the size of the business that is under consideration. The process of measuring and quantifying the variables in question can be a complex one, as it can involve subjective aspects that can result in variation in the findings of the study. It is necessary to recognize these limits and find ways to overcome them in order to further expand our awareness of the interaction between the components of social entrepreneurship, environmentally responsible decision making process, and the rate of reliability in the Jordanian private universities.

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7. Research Conclusion and Implication

The primary objective of this research project is to investigate the impact that various aspects of social entrepreneurship have on enhancing decision making process and reliability in the Jordanian private universities as well as the practices of decision making process. In addition, the purpose of this study is to collect a wide range of data in order to demonstrate how novel concepts contribute to the formation of environmentally responsible decision making process and reliability.

It is hypothesized in the first, third, and fifth hypotheses that elements related to social entrepreneurship have a substantial impact on decision making process. Furthermore, Hypotheses 2, 4, and 6 postulate that these aspects play a significant part in improving the reliability. The results of the research were analyzed, and it was found that there is a strong and positive association between the two variables. This finding has major consequences for both the practices of decision making process and the rate of reliability.

The findings highlight the significance of conducting additional research into the effects

of social entrepreneurship aspects on the overall performance of a company through the implementation of Decision making process in Jordan private universities. These research endeavors have the potential to contribute to the efforts being made by Jordan private universities to advance its reliability sector. In addition, the conclusions of this study are consistent with those of previous research investigations, as shown by the findings of Yatminiwati et al., 2021, Shahid & Alarifi, 2021, Anh et al., 2022, Klarin & Suseno, 2023, Ali et al., 2023, Weaver, 2023.

The research investigated a variety of aspects of social entrepreneurship, such as involvement of the local community, responsible use of available resources, and the promotion of a culture that values environmental stewardship. The findings of this study give evidence in support of the proposition that a significant presence of social entrepreneurship has a good influence on the development of Decision making process and the enhancement of overall reliability. This claim was tested by examining the relationships between social entrepreneurship, Decision making process, and overall reliability. Other researchers, such as Suriyankietkaew et al., 2022, Iqbal et al., 2022, Ketprapakorn & Kantabutra, 2022, Ozturk & Ullah, 2022, Arslan et al., 2022, Piwowar & Iqbal, 2023, Mazur, 2023, Aghaei et al., 2023, Jones, 2023, Hao et al., 2023.

In addition, a wide variety of factors of innovativeness in entrepreneurialism were investigated, such as the tendency to be creative and generate new ideas, the willingness to take risks, and the inclination toward conducting experiments. The findings of this research provide credence to the hypothesis that the originality of social entrepreneurship has a positive influence on the emergence of environmentally responsible decision making process and reliability. Previous studies by Yazdi et al., 2022, Xu et al., 2023, tran et al., 2022, Nyadzi et al., 2022, Mazlum & Atalay, 2022, Lin et al., 2022, Zhu et al., 2022, Okhari & Myeong, 2022, have revealed findings that are comparable to those published in this study. These findings are consistent with the findings presented in this study.

The purpose of this research is to investigate the impact that effective management of social capital can have on the development of long-term decision making process and the acceleration of overall reliability. In particular, it explores the role that networking and connection development play in this process, as well as trustworthiness and reputation, the sharing of knowledge, and the facilitation of information transmission. The findings of this study offer credence to the hypothesis that companies engaged in social capital management can have a favorable impact on the development of Decision making process and the enhancement of overall reliability. This study was conducted to investigate the relationship between social capital management and overall reliability. The findings that have been presented here are in agreement with the findings that have been reported in other study, such as the research that has been carried out by Li & Yazdi, 2022, Phoon et al., 2022, Mondal et al., 2023, Shekhovtsov et al., 2022.

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