

## Contributions of Entrepreneurship to Strategic Success Entrepreneurial Contributions of Business Organizations in Achieving Strategic Success

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### ABSTRACT

This study aimed to investigate the contribution of leadership in achieving strategic success in business organizations. The study was motivated by the increasing importance of environmental variables and the need to understand the relationship between variables. The study focused on Tragan Teaching Hospital's administrative leaders, with a sample of 15 individuals selected through comprehensive inventory methods. The data was collected using a questionnaire and processed using various statistical methods. The study's hypothesis was to identify the relationship and impact between leadership and strategic success. The results indicated a statistically significant relationship between leadership and achieving strategic success. Overall, the study highlights the crucial role of leadership in attaining strategic success in business organizations.

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## **INTRODUCTION**

In response to economic and technological advancements in the business world, organizations are searching for new concepts to achieve success and excellence. With the changing environment, it's vital for organizations to be entrepreneurial. However, public organizations often lack entrepreneurship due to complexities. To address this issue, it's crucial to identify obstacles that contribute to the low level of achieving leadership and success in public organizations. This study focuses on Tragan Teaching Hospital to highlight the importance of leadership and strategic success. Through interviews, researchers found a focus on short-term achievements and a lack of clear and specific goals and plans, hindering the organization's success. The study aims to identify the role of leadership in achieving strategic success using a descriptive analytical approach, which is an appropriate method of study.

## **THEORETICAL REVIEW**

According to Bassem (2020), leadership is crucial for achieving success as it involves combining the search for competitive advantage with entrepreneurial activities, which contributes to organizational welfare. Al-Jazi (2014) defines leadership as the decision-making patterns and methods used by strategic managers to search for new strategies. Rezaian and Naeiji (2012) suggest that strategic leadership revolves around the methods of thinking and acting adopted by managers and organizations to achieve competitive advantage. (2021), strategic leadership is the process of creating value by identifying and exploiting opportunities. Khasawneh (2011) sees strategic leadership as a set of supportive activities practiced by entrepreneurs to achieve long-term and distinctive goals.

Al-Ghalbi et al. (2016) suggest that the most important characteristics of entrepreneurial organizations include senior management's support and commitment to promoting entrepreneurial ideas, a flexible organizational structure based on decentralization, a clear entrepreneurial vision for all, and a clear entrepreneurial strategy. Al-Hakim (2017) believes that entrepreneurship is essential for promoting the value of innovation in the work environment and its growth, facing risks and threats in a competitive environment, promoting a culture of creativity and innovation among working individuals, and developing the economy to create future job opportunities. It is also defined as the series of decisions that managers make to enhance competitiveness and sustainability in a changing environment (Amoli & Aghashahi, 2016). The importance of strategic success can be summarized in several points, including raising employee performance levels, creating an ethical environment based on trust, investing in individual capabilities to achieve progress and development, assisting in developing standard performance rates, and contributing to evaluating human resource management programs and plans (nostalgia and Al-Sheikhly, 2020).

## **METHODOLOGY**

The scientific method used in this study is the correlation analysis and regression analysis. Correlation analysis was used to examine the strength of

the linear relationship between two variables, namely Ryada and Success. Pearson's correlation coefficient was used to calculate the strength of the relationship, which ranges from -1 to +1. Cohen's criteria were used to interpret the strength of the relationship, where a correlation ratio between 0.10 and 0.29 indicates a weak relationship, 0.30 and 0.49 indicates an average relationship, and 0.50 and 1.0 indicates a strong relationship. In this study, the correlation between Ryada and Success was positive and very strong, with a correlation coefficient of 0.907.

ANOVA analysis was used to test the quality of the regression model used, where the value of F and P were used to determine the goodness of fit. In this study, the value of F was 60.227, and P was 0.000, indicating that the regression equation was good for explaining the relationship between entrepreneurship and strategic success. The value of Sig was used to determine the statistical significance of the relationship between the independent and dependent variables, where the value of Sig was 0.000, indicating that entrepreneurship was statistically related to strategic success.

## FIELDWORK

The fieldwork is a research method used in various disciplines, such as sociology, anthropology, and psychology, among others. The main objective of fieldwork is to collect data by conducting observations, interviews, and surveys in a natural setting. Fieldwork is often used to gain a deeper understanding of a particular phenomenon and to generate new ideas and hypotheses.

In this specific example, the fieldwork is related to the study of the relationship between entrepreneurial strategies and strategic success. The researchers conducted a correlation analysis to examine the strength of the linear relationship between the two variables. The results showed a very strong positive correlation between entrepreneurial strategies and strategic success, with a Pearson correlation coefficient of 0.907. This means that if one of the variables increases, the other variable also increases, and vice versa.

Table (1) Correlation Analysis

		Ryada	Success
Ryada	Pearson Correlation	1	.907**
	Sig. (2-tailed)		.000
	N	15	15
Success	Pearson Correlation	.907**	1
	Sig. (2-tailed)	.000	
	N	15	15

The researchers also used regression analysis to examine the contribution of the independent variable (entrepreneurial strategies) in explaining the dependent variable (strategic success). The beta values showed that the independent variable explained a large percentage of the dependent variable, with a beta value of 0.907. This means that only 0.093 of the dependent variable was explained by other variables.

Table 2 showing Beta values

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
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		B	Std. Error	Beta		
1	(Constant)	.291	.027		10.747	.000
	Medium Naga H	.419	.054	.907	7.761	.000

The researchers also calculated the R square value, which indicates the percentage of change in the dependent variable explained by the independent variable. The R square value was 0.907, indicating that the independent variable explained 90.7% of the dependent variable. However, since the sample size was small, the researchers also relied on the adjusted R square, which had a value of 0.809.

**Table 3 Model summary**

Mod	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.907 <sup>a</sup>	.822	.809	.00070

The ANOVA analysis was used to test the quality of the regression equation, and the results showed that the regression equation was good for illustrating the relationship between the independent variable and the dependent variable. The value of F was 60.227, and the value of P was 0.000, indicating that the independent variable was statistically related to the dependent variable.

**Table 4 ANOVA**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.000	1	.000	60.227	.000 <sup>b</sup>
	Residual	.000	13	.000		
	Total	.000	14			

a. Dependent Variable: Average Strategies

b. Predictors: (Constant), Success Average

In conclusion, fieldwork is an important research method that allows researchers to gain a deeper understanding of a particular phenomenon. In this example, the researchers used correlation analysis and regression analysis to examine the relationship between entrepreneurial strategies and strategic success, and the results showed a strong positive correlation and a significant contribution of the independent variable in explaining the dependent variable.

## RESULTS

The results of the study indicate that there is a statistically significant relationship between entrepreneurship and achieving strategic success. The value of T for the first hypothesis was 7.761, which is positive, indicating a positive relationship between the independent variable (entrepreneurship of business organizations) and the dependent variable (achieving strategic success). The value of P for this hypothesis was 0.000, which is less than 0.05, indicating a statistically significant relationship between the variables.

Therefore, the first hypothesis was accepted, which states that there is a statistically significant relationship between entrepreneurship and achieving strategic success, and the second hypothesis was rejected, which states that there is no statistically significant relationship between entrepreneurship and achieving strategic success.

These results suggest that businesses that prioritize entrepreneurship are more likely to achieve strategic success. This information can be valuable for organizations looking to improve their strategic success and may encourage them to invest in entrepreneurship and innovative practices.

## **CONCLUSIONS**

In conclusion, the study has revealed that there is a strong positive correlation between the leadership of business organizations and the achievement of strategic success. This suggests that adopting effective leadership practices can lead to significant benefits for organizations, including increased entrepreneurship, risk acceptance, and the ability to grow and compete in a dynamic market environment. Furthermore, the study highlights the importance of senior management support and commitment to entrepreneurial business, as well as the need for a flexible organizational structure and a clear entrepreneurial vision for all. Overall, the results of this study provide valuable insights for business leaders and decision-makers seeking to enhance their organization's strategic success through effective leadership practices.

## **RECOMMENDATIONS**

Based on the findings of this study, several recommendations can be made for business leaders and organizations to enhance their leadership practices and achieve strategic success:

**Develop and implement leadership training programs:** Organizations should prioritize developing and implementing leadership training programs to help their leaders acquire the necessary skills and knowledge to effectively lead their teams towards achieving strategic goals.

**Foster a culture of entrepreneurship and risk-taking:** Organizations should create a culture that encourages entrepreneurship and risk-taking, as this can lead to innovative ideas and ultimately contribute to achieving strategic success.

**Encourage senior management support and commitment:** Senior management should actively promote and support entrepreneurial ideas within the organization, as this can inspire employees to be more innovative and take risks.

**Foster a flexible organizational structure:** Organizations should create a flexible organizational structure that allows for quick adaptation to changing market conditions and customer needs.

**Continuously motivate workers:** Motivating workers with strategic thinking can help them remain engaged and committed to achieving the organization's strategic goals.

## **FURTHER STUDY**

Future work in this area could focus on exploring the effectiveness of different leadership styles in achieving strategic success, as well as examining the role of technology and innovation in enhancing leadership practices. Additionally, research could be conducted to identify the most effective training methods for developing leadership skills and knowledge, and how these can be customized to different industries and organizational contexts. Finally, further investigation could be carried out to identify the factors that contribute to the success of entrepreneurial organizations and how these can be replicated in other industries and contexts.

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