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Entrepreneurial intellect among youth -Field study at The Entrepreneurship Support & Development Agency of Djelfa-

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Abstract:

Our study aimed to understand the entrepreneurial intellect of young people and to examine the extent to which the prevailing societal culture influences their decision to enter the field of entrepreneurship and projects. Additionally, the study sought to uncover the extent of family involvement in the youth's decision to choose a project. We selected all available employees at the Entrepreneurship Support and Development Agency of Djelfa, limiting our sample to 25 individuals, which represents the entirety of the agency's staff. In this research, we used a closed-question questionnaire to gather data. The results from the analysis of the compound tables revealed that young people are influenced by the prevailing societal culture when entering the business world and that family has a direct influence on youth project choices, supporting them in overcoming challenges to ensure project success and confronting obstacles.

Keywords: Entrepreneurial intellect, Family, Youth.

1. Research Problem:

In response to the unemployment challenge and to achieve economic growth and development, the state utilizes its various human, material, and political resources to stimulate entrepreneurial orientation among youth through strategies built on reforms that aim to foster and develop entrepreneurial intellect. This is especially crucial for university graduates, as they are qualified to succeed in this strategy, which is contingent upon the maturation of entrepreneurial intellect among this group.

University education and academic training play a critical role in developing entrepreneurial skills. Educational curricula should focus on encouraging independence, perseverance, self-confidence, and other entrepreneurial skills.

Universities also play a key role in building entrepreneurial knowledge and instilling the scientific and practical concepts upon which entrepreneurship is based.

Algerian universities and vocational training centers have implemented strategies and significant efforts as part of the state's direction to promote entrepreneurship among young people through courses, programs, seminars, media campaigns, and study days on entrepreneurship. These initiatives aim to simplify obstacles to entrepreneurship and train graduates to face potential challenges, fostering innovation through field training or professional internships.

However, many young people today, due to their social and family ties and fluctuating living conditions, may hesitate to pursue their professional ambitions. They are torn between striving to achieve their goals and abandoning them due to anticipated risks. Thus, we aim to examine the topic of entrepreneurial intellect among youth from the perspective of employees at the for Entrepreneurship Support and Development Agency of Djelfa. The research problem is formulated as follows:

- Does the family and prevailing societal culture influence youth choices toward entrepreneurship?
- What are the motivating factors for adopting an entrepreneurial mindset among youth?
- To explore this topic, we adopted the following research hypotheses:
- Young people are influenced by the prevailing societal culture regarding entrepreneurship.
- The family is the primary supporter of the entrepreneur in choosing a project.

2. Defining Key Concepts and Terms:

Defining concepts is crucial in any research, as some concepts are interrelated. For instance, when discussing work, unemployment must also be considered; when discussing a project, the entrepreneur (actor) must be addressed. In discussing project success or satisfaction, both material and immaterial gains must be considered. Neglecting these elements would be a methodological oversight to avoid. Therefore, it is essential for researchers to define the terms they use in their study to prevent misunderstandings or misinterpretations.

2.1. Entrepreneurship:

According to Ghallabi (2009), entrepreneurship is a critical concept for businesses and organizations of various sizes and operational methods. Historically, it embodied organizational and investment capacities, referring to entrepreneurs as individuals who possess the ability to take risks, seize opportunities, engage in strategic planning, and generate creative ideas (Mechari, 2011). Fayol (2012) viewed

entrepreneurship as a factor that contributes to individual development and is one of the determinants of economic growth in a market economy (Boudia, 2022).

Empirically Entrepreneurship is the ability and willingness to organize and manage businesses of all kinds by creating something new of value. It involves allocating the necessary time, effort, and funds for a project, assuming the associated risks, and reaping the rewards, with the aim of contributing to economic and social development. Entrepreneurship also encompasses a specialized environment that supports and funds unemployed youth in implementing successful innovations and taking risks to combat unemployment.

2.2. Unemployment:

The International Labour Organization defines unemployment as the state of being without work for a person who is capable and willing to work in a job that matches their skills and is offered at the prevailing wage (Alaa Elddine Mohamed, 2003, p. 1).

2.3. Family:

The sociological dictionary defines the family as the basic institution for raising and socializing the individual. It includes a man (or several men) living in marital union with a woman (or several women), in addition to servants or relatives. It is also a group of relatives that form a social and economic unit based on mutual cooperation and commitment (Robert Debzi, 1963). According to Butfinocht, who interpreted the family's economic transformation, the traditional Algerian family used to be an extended one, especially in rural areas. However, as urbanization and social change took place, it gradually transformed into a small, limited family, becoming more independent from the larger family system in response to modern economic developments (Butfinocht, 1984, p. 84).

Previous studies:

Study 1: A study by kalon Jilali and Ayad Saleh (2019) titled "*Measuring the Intention to Establish an Enterprise Among University Students*". The research problem revolved around the existence of an intention to establish an enterprise among students in the field of economic sciences at the University of Adrar. The study aimed to measure the intention to establish an enterprise among university students and determine the impact of personal variables on this intention. The study population consisted of students in the fields of economics, commerce, and management sciences, as these students were in their final years of study and close to graduation, which made it possible to gauge their intention to implement entrepreneurial projects. A random sample of 150 students was selected, and a

questionnaire was used as the data collection tool. The researchers employed a descriptive-analytical approach, and the study concluded with the following results:

- There is a genuine intention among students in the field of economic sciences at the University of Adrar to establish an enterprise in the future, with some students already working to bring the idea into reality.
- No statistically significant differences were found regarding the average responses of economic sciences students at the University of Adrar concerning the intention to establish an enterprise, based on their demographic characteristics such as gender, age, educational level, specialization, or residential area.

Study 2: A study by Amammer Al-Azhar (2021) titled *"The Role of Small and Medium Enterprises in Reducing Unemployment in Algeria"*. This study addressed the role of small and medium enterprises (SMEs) in correcting labor market imbalances in Algeria through reform mechanisms and whether the strategy followed was effective in reducing unemployment. The study aimed to understand the role of SMEs in reducing unemployment in Algeria, considering them one of the new operational mechanisms proven effective in international experiences. It also explored the relationship between unemployment and various economic variables as an analytical tool to understand the causes of unemployment and the main factors influencing it. The descriptive-analytical method was used, and the study results were as follows:

- There is a strong, inverse correlation between unemployment rates and the key variable of SMEs in Algeria, aligning with economic theory.
- There is a strong, negative, and statistically significant relationship between unemployment rates and oil prices in Algeria, which is consistent with economic theory.
- There is a moderate, positive, and statistically significant relationship between unemployment rates and inflation in Algeria, aligning with economic theory.

Study 3: A study by Zaki Al-Charman titled *"The Extent of Entrepreneurship Application Among Postgraduate Students in Jordanian Public Universities and the Role of Educational Leaders in Its Development"*. The research problem focused on the application of entrepreneurship among postgraduate students and the role of leaders in its development. The study found statistically significant differences at the 0.05 significance level regarding the role of educational leaders in developing entrepreneurship among postgraduate students, based on the academic year, with the fourth year being the most significant. The study used a descriptive-analytical method and surveyed 461 students out of a total of 1,344 from various specializations. The

data was collected through questionnaires, and the results showed statistically significant differences at the 0.05 level in the role of educational leaders in fostering entrepreneurship among postgraduate students, with significant differences based on their academic year compared to early years of study.

All of these studies are similar to our research in their focus on entrepreneurship and its objectives. However, they differ in the research population. Our study targeted employees of the agency responsible for supervising entrepreneurial projects, totaling 25 individuals. Additionally, our research questions focused on the factors influencing young people, particularly university students, in their choices for entrepreneurial projects and the extent to which they are affected by external factors.

4. Theoretical approach:

The theory provides us with a structured view of the phenomena under study, contributing to defining the relationships between its components and facilitating the tasks of explanation, interpretation, and even prediction. Therefore, it is essential to employ a theoretical approach, specifically the theory of technological determinism. The origins of this theory can be traced back to the works of Harold Innis and Marshall McLuhan, who in their studies, emphasized the primary role of media in the communication process and even in the organization of society as a whole (Al-Allag, N.D, p. 74).

Technological determinism is a theory that seeks to establish a causal link between technology and the nature of society. It attempts to explain who or what might have authority or influence over human affairs. The theory questions to what extent human thought or action is influenced by technological factors. It emerged as a result of developments in communication technologies and the role media plays within social settings. The core impact stems from media and its technologies, which have fundamentally altered information systems and human behavior, both collectively and individually, and the extent to which they are connected.

Our research investigates the extent to which an individual is influenced by their primary group, represented by the family, in their choices, as well as the influence of the prevailing societal culture. These two variables can also be impacted by modern communication technologies, which have arisen from the acceleration of lived social change. On the other hand, our research examines the extent to which the individual is not influenced by the social changes occurring at the level of social ties and

cultural values, which they have acquired through their academic training and education.

5. Research Methodology:

In this study, we adopted the descriptive-analytical method, which is considered the most suitable for this research. The goal is to obtain practical results that can be interpreted objectively in alignment with the actual data of the phenomenon under study. This method is the most realistic, as it examines the phenomenon as it exists in reality. It employs various appropriate methods, both quantitative and qualitative, to express the phenomenon by analyzing its variables and indicators, interpreting them, and sometimes revealing the correlation between variables to achieve a comprehensive understanding and analysis of the researched phenomenon.

6. Data Collection Tools:

The accuracy and validity of any research's results depend on the tools used and their reliability. Data collection tools are fundamental to all sciences in academic research. Therefore, we employed multiple tools suitable for the subject of the study, including:

6.1. Observation: One of the most important research tools that can be used to gather data related to certain phenomena. It involves the researcher precisely and objectively recording what they see or hear. Through observation and interaction with university graduates, we noticed that the phenomenon being studied could be measured more accurately from another perspective, which is the institution responsible for granting entrepreneurial project opportunities. The young person interested in any project field may not be able to explain their interests as thoroughly as the workers of the relevant departments, given their experience gained from direct contact with these individuals. In this sense, observation helped us choose the research population relevant to the study, which we believe is the best way to test our research.

6.2. Questionnaire: The questionnaire is currently one of the most widely used data collection tools. It consists of a series of questions on a specific topic that covers all aspects, allowing us to obtain the necessary data from the respondents' answers. In our research, we designed the questionnaire with closed-ended questions, providing a set of expected answer choices that address our research questions. We intentionally

used closed-ended questions to encourage respondents to cooperate with us without overwhelming or embarrassing them.

7. Study Sample:

We selected all available employees at the agency, a total of 25 persons, which represents a comprehensive sample for this type of research.

8. The Research sample characteristics:

Table 1. shows the distribution of respondents based on gender.

Gender	Frequency	Percentage
Male	15	60%
Female	10	40%
Total	25	100%

From Table 1, we observe that 60% of the respondents are male and 40% are female. This lends greater transparency and objectivity to the study of this subject concerning the gender variable, as the concerned institution is public and employs both genders according to scientific and practical needs. On the other hand, it serves our topic since there are projects specifically aimed at the female category, and naturally, female employees at the center would be more knowledgeable about these projects than men, and even more than the project owners themselves.

According to Choukri Alia (1992), the position of women as a result of social change has been more prominent and has changed more than that of men. Women have distanced themselves from traditional constraints and become almost self-sufficient, especially after the middle of the last century. They have entered fields previously dominated by men, such as education, work, and political participation.

Table 2. shows the distribution of respondents based on their Educational Level.

Educational Level Rank	Frequency	Percentage
Secondary	03	12%
Technical	03	12%
University	19	76%
Total	25	100%

From the table above, we observe that 76% of the respondents have a university level of education, while the remaining percentages are equal, with 12% having a secondary level and 12% having a technical level. Here, we note that the majority belong to those with higher education due to the development and digitization of administrations, and their adaptation to current technological advancements. Working in these institutions requires a high level of scientific and academic training, as well as professional skills, to properly implement the institution's strategies. In addition, professional experience, which we will discuss in the next table, certainly enhances the proficiency and execution of the work.

Table 3. shows the distribution of respondents based on Professional Experience:

Professional Experience	Frequency	Percentage
Less than 10 years	03	12%
10 - 15 years	06	24%
15 - 20 years	06	24%
More than 20 years	10	40%
Total	25	100%

From the table, we observe that 40% of the respondents have more than 20 years of experience. We also see that there is an equal distribution of professional experience between 10-15 years and 15-20 years, each with a percentage of 24%, followed by 12% for those with less than 10 years of professional experience.

Most workers report having extensive experience in their field of work, particularly related to projects and the needs and orientations of youth, whether they are university graduates, graduates from vocational training centers, or others. The presence of such experienced workers in youth projects, especially in the Djelfa region, is of great significance to our research. It provides us with a precise understanding of our research topic regarding the impact of external factors on youth orientations. It also offers insight into the success rates of youth in their projects and even gives us a future outlook on innovative and unconventional projects from a societal perspective.

9. Hypothesis's Discussion

9.1 Analysis and Commentary on the First Hypothesis: " Youth are influenced by the prevailing culture of society when entering the field of entrepreneurship".

Table 4. shows the relationship between having an idea about entrepreneurship and innovation in project selection.

Idea \ Innovation	Yes	No	percentage
Yes	16 ^{76.19}	05 ^{23.80}	21 ¹⁰⁰
No	03 ⁷⁵	01 ²⁴	04 ¹⁰⁰
Total	19 ⁷⁶	06 ²⁴	25 ¹⁰⁰

From Table 4. which illustrates the relationship between having an idea about entrepreneurship and innovation in project selection, we see that 76% of the respondents are in the category of innovative project selection. Upon introducing the variable of having an idea about entrepreneurship, 76.19% confirm having this idea. When employing the correlation coefficient, it indicated a moderate relationship between the two variables. Having an idea about entrepreneurship inevitably implies having a project in mind. They approach new projects cautiously, and their goal in innovation is to avoid competition, especially in commercial projects. The idea of a project for youth might be just an observation of successful projects, which is certainly linked to relationships, educational, and financial levels.

Table 5. shows the relationship between risk-taking and innovation

risk-taking \ Innovation	Yes	No	percentage
Yes	18 ^{83.33}	03 ^{16.66}	21 ¹⁰⁰
No	01 ^{37.5}	03 ^{62.5}	04 ¹⁰⁰
Total	19 ⁷⁶	06 ²⁴	25 ¹⁰⁰

This table shows the relationship between risk-taking and innovation, where 76% of the respondents confirm having a risk-taking spirit. When introducing the variable of innovation, 83.33% believe that there are attempts at innovation. It is noticeable here that youth with traditional projects are less daring than those with innovative projects. The spirit of risk-taking and innovation is the main factor in breaking away from the prevailing societal culture. They are more rational in their choices and more individualistic in their orientations. This drives us to examine the nature of the individual from a psychological perspective or to consider decision-making across various life fields such as marriage, work, choosing friends, hobbies,

and leisure activities—not just their professional project choices. The spirit of innovation reflects a desire to rebel against common and traditional views transmitted through real or virtual social networks.

Table 6. shows the relationship between social influence and innovation

Prior Ideas Social Influence	Yes	No	percentage
Yes	17 ^{77.27}	05 ^{22.72}	22 ¹⁰⁰
No	02 ^{66.66}	01 ^{33.33}	03 ¹⁰⁰
Total	19 ⁷⁶	06 ²⁴	25 ¹⁰⁰

We observe that 76% of the respondents confirm having a prior idea about entrepreneurship. When introducing the variable of societal influence, 77.27% of respondents acknowledge the existence of innovation. The results of the respondents' answers show us the importance of having a prior idea about entrepreneurship as a necessity for innovation. The project owner embarks on a journey of challenge, trying to gather as much information and ideas as possible about his project and ways to establish a startup. They strive to innovate economic ideas that allow them to develop and elevate their work, distinguish themselves, and face the challenges surrounding the field. Society here acts as a guide for the individual by providing experiences from friends, concerned individuals, and those who have had real-life encounters with regional obstacles, whether administrative, practical, or productive.

Through analyzing the complex tables with their variables and indicators, it is clear that society, with its historical accumulations in the region, is a fundamental determinant in youth decision-making when selecting entrepreneurial projects, whether innovative and modern or traditional, linked to the society's economic, cultural, and social climate. This confirms the hypothesis that societal culture affects the behavior of youth aspiring to enter the field of entrepreneurship.

9.2 Analysing and Discussing the Second Hypothesis: The family is the main supporter of the entrepreneur in choosing the project.

Table 7. shows the relationship between family involvement and innovation

Innovation Family Involvement	Yes	No	percentage
	Yes	07 ^{87.5}	01 ^{12.5}
No	17 ¹⁰⁰	-	17 ¹⁰⁰
Total	24 ⁹⁶	01 ⁰⁴	25 ¹⁰⁰

The table above clearly shows the relationship between family involvement in the youth's project choice and the presence of an innovative spirit. Here, 96% of the respondents see innovation in projects, which are new. When introducing the variable of family involvement in the youth's choice, we find that 100% of the respondents who report no family involvement claim their projects are new and deny its influence on youth toward entrepreneurship. Innovation here moves inversely with family involvement to a lesser extent compared to the absence of innovation. This means that the individual cannot give up the opinions of family members. They share their ideas with them and draw upon their insights to face life's challenges in various fields. The project is part of the youth's life and is contingent upon their family ties, both materially and morally. Individual decisions are secondary to family decisions. There are priorities in making individual decisions only with family participation, especially in our region, where the family is not merely a structure of relationships but is essential and sacred for Algerian youth. For example, land is not just personal property but is familial and cannot be dealt with outside the family members. It symbolizes the family's identity and existence as a collective heritage of the family and tribe.

Table 8. shows the relationship between considering entrepreneurship as a risk and family support for youth

Considering it an Adventure Family Support	Yes	No	percentage
	Yes	19 ^{90.47}	02 ^{9.52}
No	02 ⁵⁰	02 ⁵⁰	04 ¹⁰⁰
Total	21 ⁸⁴	04 ¹⁶	25 ¹⁰⁰

The table illustrates the relationship between considering entrepreneurship a risk and the presence of family support, where 84% of the respondents agree that entrepreneurship is risky. When introducing the variable of family support, 90.47%

of respondents confirm the presence of family support. From the analysis above, it becomes clear that most respondents believe there is a futuristic view of entrepreneurship as a risk from project owners. This stems from their engagement with the entrepreneurial community and businessmen, who describe their path to success in this field as risky, given the challenges, obstacles, and difficulties they faced, as well as the successes and desired outcomes. Thus, entrepreneurship takes on the aspect of risk not only due to the novelty of the idea and invention but also because it involves material and moral risks. Family support is not just financial or human but can also be participatory. It may be a family project for all its members, with its success dependent on the family's success. That is, the young entrepreneur is merely the visible figure leading the project.

Table 9. shows the relationship between obstacles and family participation

Obstacles Social Influence	Yes	No	percentage
	Yes	09 ^{42.85}	12 ^{57.14}
No	04 ¹⁰⁰	-	04 ¹⁰⁰
Total	13 ⁵²	12 ⁴⁸	25 ¹⁰⁰

From Table 9, which highlights the relationship between family involvement, we see that 52% of respondents believe there are obstacles. When introducing the variable of family participation, 100% of respondents who do not involve their families in their entrepreneurial ideas face real challenges in their projects. The influence here is clear even without using correlation coefficients. The obstacles facing projects tend to be traditional, meaning similar and expected, such as introducing ideas for new, strange, or innovative projects or projects that have not been tested or tried in the region. The obstacle here could be psychological or unpredictable. The family is the basic unit for an individual's existence and is a protector of its members' needs. Individuals in our society are still economically, materially, and morally dependent on their families. In both rural and urban settings, individuals fiercely defend their family and its status. Despite modernity, people in interior cities still value their family ties, their land, and their family's legacy. They continue to identify with their family, tribe, and region. An individual sees their family's participation in their professional and daily life as part of solidarity and cohesion, and they associate their success with the family's support.

From the complex tables results, we see the direct influence of family on youth project choices and their participation in overcoming challenges to make the project successful and face potential obstacles.

Conclusion

Promoting an entrepreneurial mindset among youth requires various mechanisms: scientific, academic, and media-based, in addition to moral and material support. Family support for the youth involved in a project is essential, as the individual is an inseparable part of it. Our field study reveals that societal culture and family are crucial elements in guiding, supporting, and accompanying youth in their choices and tendencies. They also help continue the project's goals, transitioning them from academic training to real-life conditions that reflect the region's social and cultural characteristics. The entrepreneurial project is not merely an individual endeavor but can also be a family or participatory family project. It is influenced by societal culture, governed by the values and social connections often tied to the community's cultural and religious heritage. Despite social change indicators, such as shifting social roles, women's status, women's work, the decline of traditional authority, and changing youth aspirations, family and societal culture remain essential influences on shaping youth strategies and prospects. The Entrepreneurial House plays a crucial role in attracting university students, particularly degree holders with ideas, as it positively impacts the economy. The Entrepreneurial House provides external supervision during students' internships, in coordination with the Entrepreneurship Support and Development of Djelfa Agency, as well as the National Youth Employment Agency, offering both material and moral support through supportive programs.

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