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THE ROLE OF ENTREPRENEURIAL ORIENTATE AND INFORMATION TECHNOLOGY IN ANALYTICAL RESEARCH IN THE ELECTRICAL AND ELECTRONIC INDUSTRIES

Asra Abdu Al Salam Khalil
Researcher, University of Baghdad, Department of Management and Economics, Baghdad, Iraq

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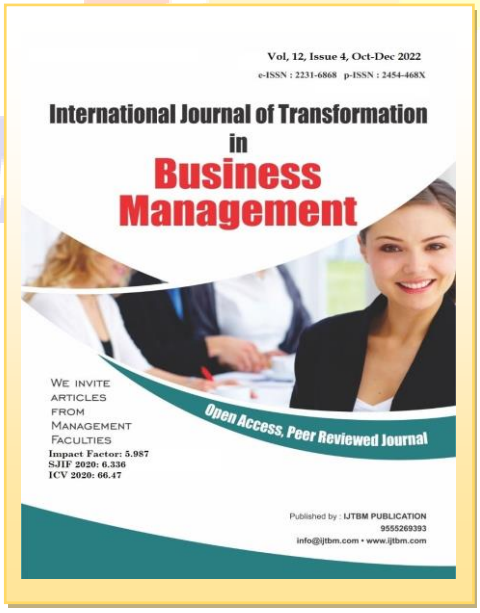


ABSTRACT

This paper aims to make organizations strive to make the required improvements that make them within the list of creative organizations and achieve this with the aim of achieving a better level of performance and eliminating the shortcomings that exist within the organization regardless of their nature. With the increasing challenges facing organizations, increasingly from rapid technological developments, they have had to work to sustain the organization and enable it to continue and meet the challenges it faces, components must be available, including information technology, which is essential in the current technology age, where information technology contributes significantly, in providing the necessary facilities, to break the traditional state of the organizations ' work and daily practices, and to encourage them to adopt new technologies, more effective self-building practices through which to achieve entrepreneurial orientation, organizational innovation and proactive actions. The researcher distributed 50 questionnaires as an analyzable intentional sample community where the sample intentionally consists of the general managers, the department head and the department head. The questionnaire was formulated according to the Likert scale. One of the most striking conclusions is that the organization does not have sufficient and creative capabilities on the ground and must work to develop new methods of managing work within the company using information technology. Creating cadres starts creative work and tests the element of risk. Increase their skills.

Keyword: *information technology, electrical and electronic industries, Likert Scale*

INTRODUCTION

It is receiving tremendous and growing attention from modern departments as it constantly improves the work of organizations of all types and sizes to enable them to meet the challenges and changes in the internal and external environment. It works to achieve organizational innovation in the organization and proactive, providing new services and efficiently. The need for entrepreneurial orientation arises when senior management realizes that there is a disparity between actual and desired performance, prompting the management of the organization to adopt a new way of working and introduce modern Information Technology in an attempt to improve efficiency and skills.

RESEARCH PROBLEM

The problem of research stems from the fact that at present most organizations suffer from red tape, monotony at work and boredom, and will face the problem of achieving performance due to lack of reliance on leading and innovative technologies and strategies the Department of religious education for studies faces obstacles because they do not use the modern technological foundations do not use. In management, we are committed to the need to understand the

role of Information Technology and their relationship to leadership and how to be an impact on performance.

QUESTIONS

1. What is the scale and nature of technology implementation by senior managers in the organization?

2. What is the level of experience and skills in technology?

3. Stress level leadership among senior leaders in the spirit of proactive and risk in the Department of religious education

3. What is the relationship between it and entrepreneurship?

RESEARCH OBJECTIVES:

1. . Strengthen the role of Information Technology in the organization, and assist in the understanding of senior management and managers of key IT concepts, thereby increasing the effectiveness of the organization
2. . work to deepen the understanding of senior management and managers in the company research the concepts of entrepreneurial orientation so that they can benefit from them to face the environment in which they work

THE HYPOTHESIS OF THE RESEARCH

The hypothesis scheme aims at clarifying the logical relationships of the set of main variables and related sub-variables for each of them.

The first main hypothesis: there is a correlation between it and entrepreneurial orientation, and the following sub-hypotheses appear:

1. The first sub-hypothesis: there is a correlation between hardware dimension and entrepreneurial orientation.

2. The second sub-hypothesis: there is a correlation between program dimension and entrepreneurial orientation.

3. The third sub-hypothesis: there is a correlation between communication dimension and entrepreneurial orientation.

4. Fourth sub-hypothesis: there is a correlation between user dimension and entrepreneurial orientation

5. Fifth sub-hypothesis: there is a correlation relationship data on entrepreneurial orientation.

The second main hypothesis: there is an impact of Information Technology in the entrepreneurial orientation, and the following sub-hypotheses appear from it:

1. The first sub-hypothesis: there is a significant influence of devices and equipment in the entrepreneurial orientation

2. Sub-hypothesis two: there is a significant impact of software on entrepreneurial orientation

3. Sub-hypothesis III: there is a significant influence of communication networks in the entrepreneurial orientation

4. The fifth sub-premise: there is a significant impact of the user's human resources on the entrepreneurial orientation.

5-for the fifth sub-hypothesis: there is a data effect on the entrepreneurial orientation.

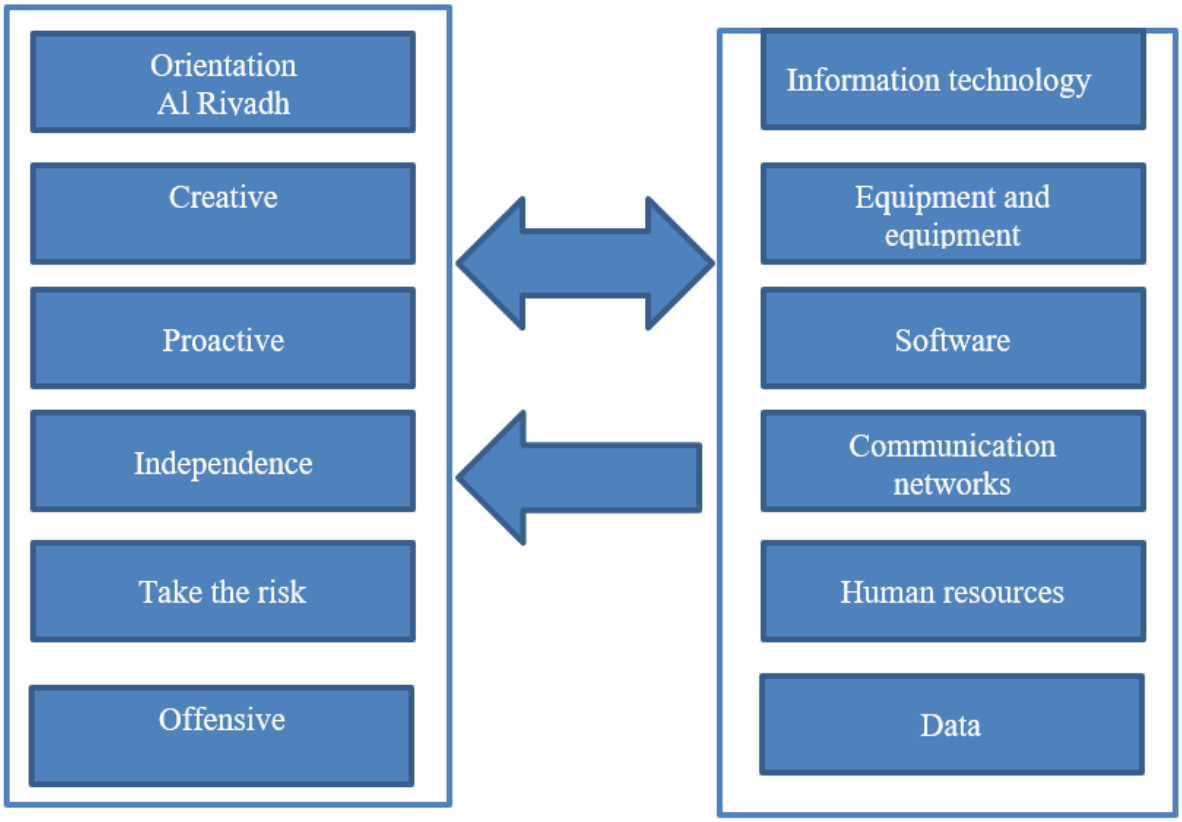


Figure (1) Research Model

Source: Prepared by the researcher

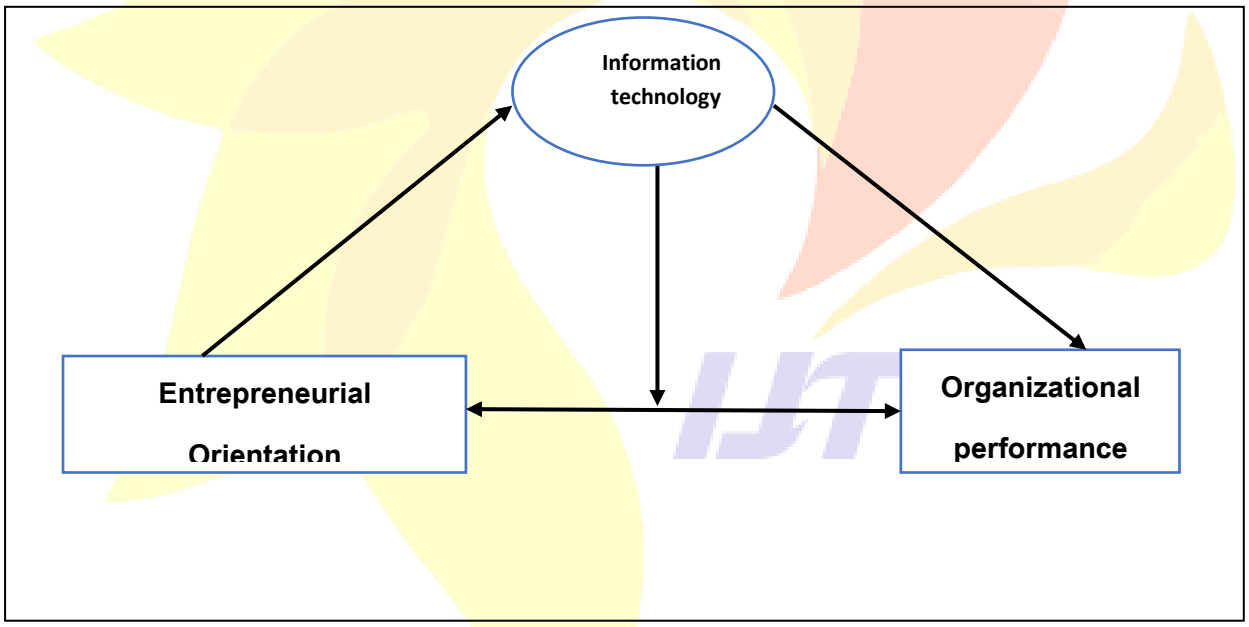
FIRST: : THEORETICAL FRAMEWORK OF IT VARIABLES:

Entrepreneurial orientation

It is considered to be a complex and multidimensional phenomenon, because its concept emanates from a social, economic, or administrative perspective and is not subject to a single definition. (Al-Taie , 2015: 36).

The entrepreneurial approach is deeply rooted in the strategy-making process at the organizational level, which includes planning and analysis in the decision-making process (Robinson: 2006,2).

(Ofem,2014:22) explained the general framework of the entrepreneurial orientation to identify organizations that work within different environments, which can achieve a large interaction of the organization responsive to external factors surrounding, and develop the capabilities of employers that qualify them to achieve entrepreneurship and competitive advantage in the long term, the study added a model showing the relationship between the entrepreneurial orientation And its implementation through cooperative relations and organizational performance as described in Figure (2)



General framework to achieve the entrepreneurial orientation

Source: A figure of researcher preparation by attribution Ofem, Brandon, (2014)," Entrepreneurial Orientation, Collaborative network, and nonprofit performance", University of Kentucky Knowledge, p 22

Entrepreneurial orientation emphasizes a range of procedures and practices that organizations use in decision-making, as entrepreneurial organizations are independent and offensive in their decisions and are willing to take risks and innovate new methods (Ejdys,2014:348).

The entrepreneurial orientation has become a driving force in the pursuit of entrepreneurial activities, focusing on existing experiences in the organization and investing opportunities to motivate them and direct their power towards creativity. As all points out (Li, 2017: 46)

Requires product orientation towards sports people are creative and have a role in the development of sports that don't come to me if special features athletes as shown in Figure (3) agency my (Kamel, 2013: p86 - 87):

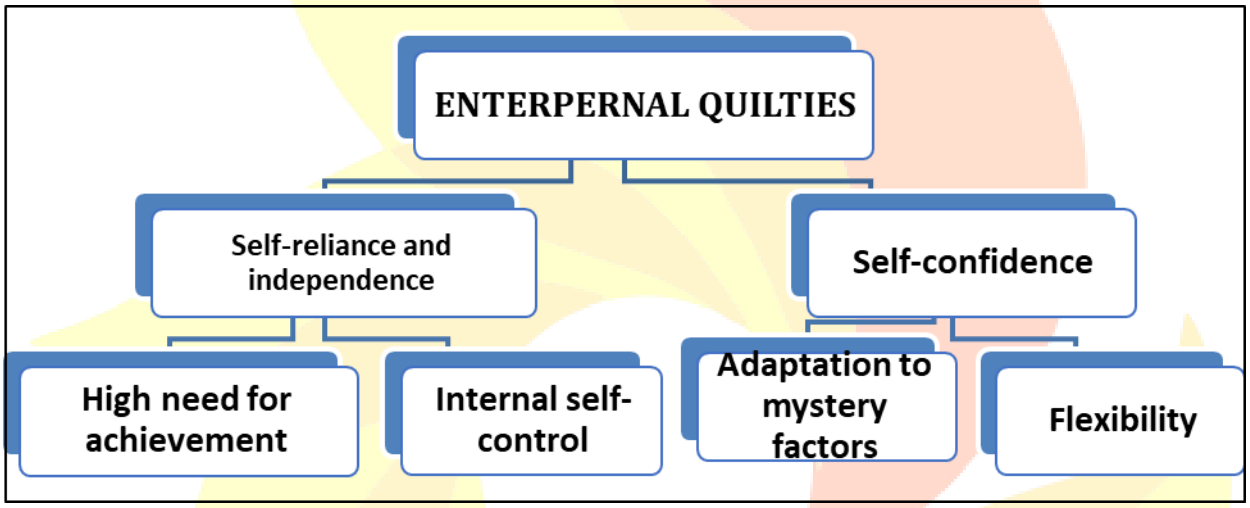


FIGURE (4) the qualities of an entrepreneur

Source: Kamal, Suhad burqi (2013), "the impact of sustainable marketing in entrepreneurship", master's thesis, Faculty of management and economics, Karbala University:(p86 – 87)

Based on the foregoing, he focused and derived most of the researchers in giving a definition of the leadership orientation is interested in reviewing all the joints and the foundations on which the researcher was able to provide a number of these concepts as explained in Table (2):

The concept of entrepreneurial orientation	Researcher	ت
An activity that involves the discovery and evaluation of investment opportunities to introduce new goods and services through organizing efforts that have yet to be exhausted in the operational processes in the region	(Piirala,2012:8)	1
Is the participation of individuals in the creation of new products for the market, and includes the adoption of risky businesses , and the proactive investment and orientation of the surrounding opportunities	(Miller,2014:771)	2
Organizational phenomenon that reflects the managerial capacity of organizations through proactive and offensive initiatives to change the competitive landscape in their favor.	(Beliaeva :2014 :16)	3
A set of organizational practices that reflect guidance through the tape and principles in decision-making processes	Faiz& hmad,2015:26	4
Process to explore potential market opportunities from new business development and enhance competitive advantage to proactively reach profit growth and achieve goals.	Zhai,2018:1	5

The Dimensions of Entrepreneurial

1- (Innovativeness):

Creativity is one dimension of entrepreneurial orientation because it reflects the discovery, follow-up, and creativity of new opportunities, (, 2013: 1929 Taylor)

K G & Manalel (2016: 23) pointed out that creativity is the provision of services that have a major role in development, new technologies as well as the development of ideas, as creativity is the tendency of organizations to commit to technological leadership by supporting new concepts in dynamic working conditions that are undergoing significant changes.

Define (Perlines, ,2015 :4) the concept of creativity as participation in supporting new ideas that may lead to the manufacture of new products and services, this trend allows organizations to create a range of entrepreneurial capabilities that include creating, innovating and guiding opportunities

He explained (Hitt: 2007:390) that creativity is the direction of organizations through their participation in new ideas and experimentation with creative processes that in turn lead to the use of the best modern technologies.

2-(Aggressiveness):

(Bleeker, Ian :2011:7) noted that offensive management behavior is reflected in an organization's desire to control through a combination of proactive moves and innovative efforts, and to respond to competitive changes using modern technical methods.

Explain (166) Morgan & Strong, 2014: the concept of offensive is a strategic behavior through which it seeks to expand its reach in control, with the desire of the leading organization to develop production processes and develop its strategic skills to enter new markets while offering cutting-edge products.

3- (Proactiveness):

Proactive as an opportunity looking for an Orientalist perspective involving the introduction of new methods and services, to meet future needs. (Martens, Cristina:2017,p4)

The proactive dimension refers to the organization's efforts to seize opportunities, invest them proactively and expand them, and this focuses on the introduction of new designs, to enhance the organization's standing and other actions that work towards achieving the goals (Akala, Adesoji:2015 :p31)

From the researcher's point of view, proactive is (directing organizations to invest new opportunities, to reach the level of leading performance by introducing new designs mixed with technology, in order to achieve the goals) .

4-Autonomy :

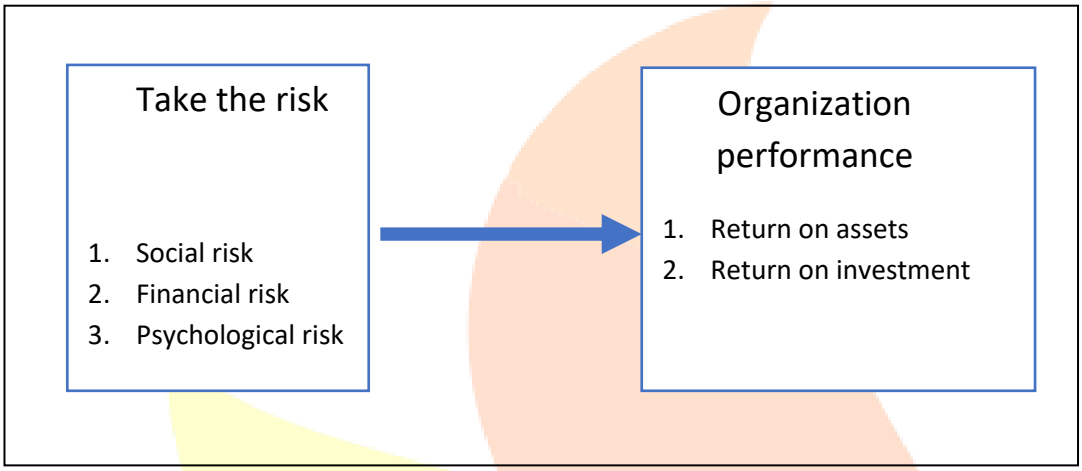
It is defined as the autonomy of organizations to develop their ideas and investment, as well as the actions and practices of a group of individuals through which they aim to adopt strategic decisions to provide the full resources required to cope with changes (Beliaeva, 2014:20).

Explain (, et al, 2012:5: Kusumawardhani) is the ability to make decisions and move forward independently without any restrictions at work, and it also reflects the strong desire of anyone to invest, implement and develop opportunities in full freedom

The researcher believes that independence means (granting and delegating to the organization more powers and freedom to divisions and individuals in order to better access and invest the entrepreneurial opportunity).

5-Taking Risk:

(Martens, et al, 2017: 4) noted that risk and creativity are closely related and are more common in the development of practices and methods adopted by organizations in achieving entrepreneurial orientation and this is reflected in decisions related to resources and choices in order to obtain high results.



Relationship between Organization performance and risk tolerance

Source: : A figure of researcher preparation by attribution Olaniran, Olawoye,et al.(2016)," The Role of Risk-taking on Performance of Firms on Nigerian Stock Exchange", International Journal of Research in Business Studies and Management, p39.

THEORETICAL FRAMEWORK OF IT VARIABLES:

Second: Information Technology:

ICT is the backbone of many activities being implemented nowadays they have enormous potential to offer solutions and solve problems in various aspects which then lead to improved quality of life (Alghamdi, S. A. :2016 : p1) Display (6 ,2011 ,Gray) as an individual access to the information they need as quickly as possible with minimal time and with minimal cost such as mobile phones and personal computers and digital television (Mcnabb,2006:283) is a set of supporting equipment, computers, associated services and resources applied to support all stages of the work, which make the information produced and stored easy to use. Information technology has a great impact on our professional and personal lives, as it has become an important part of everyday life, and through the advantages it offers in developing and sharing knowledge and the speed of information and communication flow, the continuous development of information technology helps to present new ideas and challenges for individuals to be able to improve their level, learn from modern technologies, (Mitić et:2017:2). Technology is influenced by the changing environment of its surrounding factors and objectives, its willingness to deal with every

change required by this transformation, and its readiness in terms of administrative, human and physical capabilities (AlBalushi et al. 2020: p6)

Thus, we Note model (O'Brien & Marakas,2010 : 73) information system is a system that accepts data resources as input and processed into information products as. To get this job done? As in Figure ( ) :

: (CIM) Computer Integrated Manufacturing

Manufacturers were working on a simple model, and configuration options were limited as things changed. And seeing the supply chain from start to finish, developing web-based e-business tools where it represents the future and self-transcription of the process. The Computer Integrated Manufacturing System(CIM) is also called the factory of the future and in the factory of the future the integrated communication mechanisms are replaced by computer technologies. In computer-integrated manufacturing (plant of the future), the functions of design, testing, manufacturing, assembly, inspection and material handling are autonomous and integrated with each other, which is the integration of all production processes and support using multi-functional computer networks, business programs and other information technologies. (MOHSEN: 238: 2019)

The most important opinions of researchers who have the topic of Information Technology and the extent to which it is useful in various fields can be summarized with a summary of the most prominent definitions related to this concept as in Table (1)

Information technology	Researcher	
All forms of modern technologies used in obtaining the storage and exchange of information in various fields such as computers, appliances, mobile and other Tool	**(Sobhani,2008:68)**	1
All tools that capture, store, process, exchange and use information, such as mainframes, servers, laptops, etc..	**Reynolds,2010:4**	2
All technologies used in the process of data collection, storage, processing, distribution, using hardware and software (computer networks) and others .	**Celebic &Rendulic,2011:2**	3
It is the sum of the hardware and software components that organizations need in their work, and is not limited only to computers and storage devices but includes software such as various operating systems Windows, Linux .and other computer programs	**Laudon &Laudon,2012:15**	4
Individual practices in managing and transferring assets and providing IT services such as data entry, data processing, application development and ,maintenance	**Mazza,et al,2015:838**	5
It represents complex procedures that use computers to control the production process within the entire organization through the exchange of .information in automated manufacturing processes	**Sartal,et al,2017:266**	6

Source: previous studies

THE DIMENSIONS OF INFORMATION TECHNOLOGY:

FIRST: Equipment and Equipment

He pointed out (Reynolds: 2010: 7.8) the most important physical components of information technology infrastructures that include (software, hardware and equipment, databases, communication networks) and in turn support information systems that represent (individuals, information technology, communication networks

SECOND: Software: Software with the widespread adoption of methods in companies of all sizes, there is a growing need to scale up and develop (Fitzgerald, 2017: p177).

THIRD: Communication networks: It can be said that the digital revolution can provide intelligent solutions that contribute and enhance knowledge-based decision-making through digital services, which is characterized by interaction between service providers and beneficiaries (Jamal 2020: 5)

FOUR: Human resources

There are two types of human resources from it dealers as follows: -

1. They are people who use the system directly, and use its output equipped and by others and most end users rely on Workers Knowledge, i.e. individuals who spend the most time in communication and cooperation in order to create, use and distribute knowledge. (Kurdish, 2003: 32).

2. Technicians and specialists: -

They are system analysts, software developers and computer operators.

(Turban, 2002:21)

Fifth: database: This process is the last stage in information systems, as it is used after a series of steps taken to achieve the goal, and business organizations are looking to take advantage of the information stored to improve their operations both inside and outside the organization, and data processing is the most important stage in information systems on the basis of which information is re-engineered, managed, planned (Bourgeois ,2014:7).

(O'Brien& Marakas,2010:561) defined that data processing is the execution of a series of regular operations performed on data using electronic devices to automatically convert it into information.

RELATION BETWEEN INFORMATION TECHNOLOGY AND DIMENSIONS OF ENTREPRENEURIAL:

Most organizations seek to define the primary goal of achieving quality in the level of performance to ensure a successful project and to eliminate and eliminate the factors that cause failure in advance through the availability of modern information technology that can be applied to develop their skills and ideas to provide more creativity in their field, so modern technologies help to identify problems and errors during the implementation of project phases and timely corrective action (TAHERDOOST&VARZSALEH, 2015: 84).

The roots of the entrepreneurial orientation can be traced back to the perspective of strategic choice, which lies in the effective and efficient leadership with great impact through the role it plays in the correct selection process, which would have value and vision in the design of the organization's policy, and adopt the optimal option to achieve entrepreneurial success, and a successful organization that Understanding and making effective decisions in the application of processes (Wolff, 2016: 73,75& Pett).

Entrepreneurial orientation is key to creative activities that require a dynamic environment through the integration of resources and decision-making that assist the organization in developing proactive and offensive initiatives to change the competitive landscape in its favor and achieve competitive advantage. This is based on positive changes in its business to develop products and services by providing technological innovation with data, productive, marketing and technological information and ideas derived from several sources, allowing the organization to gain a competitive advantage that supports the organization's position in the market (, 2012:371 Li).

THE PRACTICAL FRAMEWORK:

This paper will present a test of the criteria and hypotheses of the research as follows:

The research was based on (Likert) pentatonic in the sample answers to the resolution, the level of each variable will be between (5-1) four levels and Table (3) shows this.

Table (3) shows the weighted average and response level		
Answer level	**Answer scale**	**Weighted average**
Very weak	Not quite agree	From 1 to 1.80
Weak	Do not agree	From 1.81 to 2.60
Average	Neutral	From 2.61 to 3.40
Good	Agree	From 3.41 to 4.20
Very good	Totally agree	From 4.21 to 5

	Table (4) statistical description of the responses of the sample investigated on the dimensions of the IT variable					
Answer direction	Relative importance	Coefficient of variation	Standard deviation	Arithmetic mean	Paragraphs	ت
	First dimension: hardware and equipment					
Agree	%71.6	%30.17	1.08	3.58	The company's management uses modern appliances and equipment in the work.	1
Agree	%72.8	%27.20	.99	3.64	The company's management seeks to adopt new patterns of work through the use of advanced equipment and equipment.	2
Agree	%68.6	%29.74	1.02	3.43	The company uses state-of-the-art equipment as a means of motivating employees.	3
	%71	%2903.	1.03	3.55	General average dimension of devices and equipment	
	Second dimension: software					
Agree	%69.2	%26.30	.91	3.46	The company has a sophisticated and modern program to facilitate the work procedures	4
Agree	%66.4	%28.61	.95	3.32	The program adopted by the company reduces the time of completion of work and facilitates the exchange of information.	5
Agree	%71.2	%23.88	.85	3.56	The software adopted by the company is flexible and adaptable.	6
	%69	%26.26	0.90	3.45	Overall average software dimension	
	Third dimension: human resources					
Agree	%70.8	%26.55	.94	3.54	Employees of the company have high skills in the field of Information Technology.	7
Agree	%73.2	%23.50	.86	3.66	The company has employees who have high skills in using modern technology compared to competing companies.	8
Agree	%76	%20.79	.79	3.80	The company's Management conducts workshops and training courses to raise the efficiency of employees ' use of information technology .effectively	9
	%73.4	%23.61	0.86	3.67	Overall average human resources dimension	
					Fourth dimension: communication networks	
Agree	%77.4	%18.35	.71	3.87	The management of the company relies on modern communication networks to facilitate the process of information flow faster.	10
Agree	%70.8	%24.86	.88	3.54	The company's management is working on the adoption of communication networks and systems to deal with a large number of invoices and receipts.	11
Agree	%79.2	%18.94	.75	3.96	The management of the company relies on modern means such as the internet and e-mail to facilitate the exchange of information.	12
	%75.8	%20.71	0.78	3.79	Average overall network distance	
	Fifth dimension: database					

Agree	%75	%23.47	.88	3.75	The company's management has a flexible database that allows adjustments to be made according to global technology requirements.	13
Agree	%75.8	%20.84	.79	3.79	The company's database is easy to store and retrieve when needed.	14
Agree	%73.4	%23.98	.88	3.67	The company's management has a security system that allows accurate information flow between management and decision makers.	15
	%74.8	%22.76	0.85	3.74	Overall average database dimension	
	%72.8	%24.47	0.88	3.64	General average of the information technology variable	

In order of importance to the IT dimensions, the coefficient of variation based on the arithmetic mean and standard deviation was used as shown in Table(5)

Table (5) ranking of importance based on the coefficient of difference for the dimensions of Information Technology						
Order of dimensions	Relative importance	Coefficient of variation	Standard deviation	Arithmetic mean	Dimensions	ت
Fourth	%71	%29.03	1.03	3.55	Devices and equipment	1
Fifth	%69	%26.26	0.90	3.45	Software	2
Third	%73.4	%23.61	0.86	3.67	Human resources	3
First	%75.8	%20.71	0.78	3.79	Communication networks	4
Second	%74.8	%22.76	0.85	3.74	The database	5
	%72.8	%24.47	0.88	3.64	Information technology	

	Statistical description of the responses of the sample investigated on the dimensions of the pilot orientation variable (6) جدول					
Relative importance	Coefficient of variation	Standard deviation	Arithmetic mean	Paragraphs	Paragraphs	ت
	First dimension: creative					
Agree	%80	17.75	.71	4.00	Company management encourages innovation and creativity to bring products to market	1
Agree	%77.6	24.74	.96	3.88	Company management is characterized by encouraging and motivating creative workers	2
Agree	%77.6	24.48	.95	3.88	The company's management relies on the use of modern technologies in its business that are difficult for its competitors to imitate .	3
Agree	%74.4	25.54	.95	3.72	The management of the company does not make efforts in the search for new ideas	4
Agree	69.4%	29.97	1.04	3.47	The people working in the project have enough experience to help them in the completion of new works .	5
	%75.8	%24.50	0.92	3.79	Overall average creative service dimension	
	Second dimension: proactive					
Agree	%68.6	%27.11	.93	3.43	The company's management is characterized by searching for new markets that are directly related to its business	6
Agree	%69.6	%26.13	.91	3.48	The management of the company seeks opportunities to better meet the requirements of new customers .	7
Agree	%71.2	%25.00	.89	3.56	The management of the company is proactive in its work by identifying	8

					the basic market trends.	
Agree	%70.8	%24.01	.85	3.54	The management of the company does not determine the future needs of customers .	9
Agree	%68.6	%25.95	.89	3.43	The management of the company looks to improve the performance of its business in a distinctive way through the implementation of the creative ideas of its employees	10
	%69.8	**%25.64**	**0.89**	**3.49**	**Overall average proactive dimension**	
	Third dimension: independence					
Agree	%71.8	%27.58	.99	3.59	The management of the company does not allow working individuals to make some changes in the performance of their tasks	11
Agree	%72.4	%24.03	.87	3.62	The project workers are able to set up equipment for their work quickly and effectively	12
Agree	%72.8	%27.20	.99	3.64	Project workers have the freedom and independence to move between project locations to perform their work easily	13
Agree	%71	%25.35	.90	3.55	The management of the company gives the employees the authority to carry out the work that is in the interest of the project.	14
Agree	%70.8	%23.73	.84	3.54	The management of the company does not allow working individuals to make some changes in the performance of their tasks	15
	%71.8	**%25.58**	**0.92**	**3.59**	**Overall average distance of independence**	
	Fourth dimension: risk tolerance					
Agree	%73.4	%27.25	1.00	3.67	The company's management emphasizes investing more chances of success rather than taking the risk of failed projects	16
Agree	%68.4	%30.41	1.04	3.42	In implementing new projects, management does not rely on learning from past experiences and performing them correctly.	17
Agree	%69.4	%29.68	1.03	3.47	The company's management seeks to take risks in its business in order to achieve the company's broad objectives	18
Agree	%71	%23.66	.84	3.55	The company's management encourages risk-takers to complete new projects	19
Agree	%70.6	%30.31	1.07	3.53	The company's management emphasizes investing more chances of success rather than taking the risk of failed projects	20
	%70.6	**%28.26**	**0.99**	**3.53**	**Overall average dimension of creative processes**	
	Fifth dimension: offensive strategy					
Agree	%69.2	%29.77	1.03	3.46	The company's management resorts to reduce the prices of its products to enhance its competitive position in the market	21
Agree	%68.2	%26.98	.92	3.41	The company's management seeks to coordinate its business with successful competitors to improve its competitive position.	22
Agree	%68.2	%29.91	1.02	3.41	The management of a company sometimes relies on aggressive procedures and methods to compete with strong organizations in the market.	23
Agree	%72	%26.67	.96	3.60	In some cases, the company's management backs away from the competition to make new decisions .	24
Agree	%72	%27.78	1.00	3.60	The company's management resorts to reduce the prices of its products to enhance its competitive position in the market	25
	%70	**%28.22**	**0.99**	**3.50**	Overall average of offensive strategy dimension	
	%71.6	**%26.44**	**0.94**	**3.58**	Overall average of the pilot orientation variable	

In order to arrange the importance of the dimensions of the entrepreneurial orientation, the coefficient of difference was used based on the arithmetic mean and the standard deviation as shown in Table (7), and this result is due to the company gives its interests to provide outstanding

service to customers in order to innovate and promote the company in terms of progress and improvement of its products.

Table (7) ranking of importance based on the coefficient of difference for the dimensions of the leading orientation						
Order of dimensions	Relative importance	Coefficient of variation	Standard deviation	Arithmetic mean	Dimensions	ت
First	%75.8	%24.50	0.92	3.79	Creative	1
Fifth	%69.8	%25.64	0.89	3.49	Proactive	2
Second	%71.8	%25.58	0.92	3.59	Independence	3
Third	%70.6	%28.26	0.99	3.53	Risk tolerance	4
Fourth	%70	%28.22	0.99	3.50	Offensive	5
	%71.6	**%26.44**	**0.94**	**3.58**	**Entrepreneurial orientation**	

Table (8) values of the correlation coefficients (coefficientr Pearson) between the dimensions of information technology and the dimensions of the entrepreneurial orientation

Overall information technology index	database	communication networks	human resources	Software	Hardware	Independent dimension / Information technology / Entrepreneurial orientation / Adopted dimension	
0.507**	0.355**	0.181*	0.235**	0.509**	0.485**	R	Creative
0.000	0.000	0.043	0.008	0.000	0.000	Sig	
0.645**	0.625**	0.367**	0.644**	0.467**	0.484**	R	Proactive
0.000	0.000	0.000	0.000	0.000	0.000	Sig	
0.643**	0.624**	0.403**	0.577**	0.607**	0.359**	R	Independence
0.000	0.000	0.000	0.000	0.000	0.000	Sig	
0.545**	0.716**	0.454**	0.545**	0.453**	0.313**	R	Risk tolerance
0.000	0.000	0.000	0.000	0.000	0.000	Sig	
0.625**	0.367**	0.153	0.427**	0.625**	0.561**	R	Offensive
0.000	0.000	0.089	0.000	0.000	0.000	Sig	
0.746**	0.625**	0.367**	0.689**	0.632**	0.499**	R	Total index of entrepreneurial orientation
0.000	0.000	0.000	0.000	0.000	0.000	Sig	
(* *)Significant correlation at 0.01 / (*) significant correlation at 0.05 /N =50							

1_Relationship between devices and equipment and entrepreneurial orientation :

Devices and equipment achieved a positive correlation with the moral level (0.01) with the approved variables respectively (creative ,proactive ,independent, risk-taking, offensive) (0.485** , 0.484**,0.359** , 0.313** , 0.561) it is a positive result at a level of moral connotation respectively (0.000 , 0.000, , 0.000, , 0.000, , 0.000, , 0.000,) in accordance with the foregoing, the first main hypothesis is accepted, which states that there is a moral correlation between devices, equipment and elements of entrepreneurial orientation. While the correlation between equipment and equipment and the total leadership orientation (0.499**), which is a positive value at the level of significance (0.00) and of relative importance (100%) and these ratios indicate the compatibility and harmony between the answers of the sample members investigated.

- Relationship between software and entrepreneurial orientation :

The software achieved a positive correlation with the moral level (0.01) with the approved variables respectively (creative ,proactive ,independent, risk-taking, offensive) (0.509** ' 0.467**0.607**0.453** , 0.625**) it is a positive result at a level of moral connotation respectively (0.000 , 0.000, , 0.000, , 0.000 , 0.000, , 0.000,) in accordance with the foregoing, the second main hypothesis is accepted, which states that there is a moral correlation between software and elements of entrepreneurial orientation. While the correlation between the software and the total entrepreneurial orientation (0.632**), a positive value moral at the level of significance (0.01) and of relative importance (100%) and these ratios indicate the compatibility and harmony between the answers of the respondents.

-Relationship between human resources and entrepreneurial orientation :

Human resources achieved a positive correlation of moral level (0.01) with the approved variables respectively (creative ,proactive ,independent, risk-taking, offensive) (0.235** , 0.644**,0.577** ' 0.545** ' 0.427**) (it is a positive result at a level of moral connotation respectively (0.000 , 0.000, , 0.000, , 0.000, , 0.000, , 0.000,) in accordance with the foregoing, the second main hypothesis is accepted, which states that there is a moral correlation between devices, equipment and elements of entrepreneurial orientation. While the correlation between equipment and equipment and the total leadership orientation (0.689**), which is a positive value at the level of significance (0.01) and of relative importance (100%) and these ratios indicate the compatibility and harmony

between the answers of the sample members investigated.

Relationship between communication networks and entrepreneurial orientation :

Devices and equipment achieved a positive correlation with the moral level (0.01) with the approved variables respectively (creative ,proactive ,independent, risk-taking, offensive) (0.181* , 0.367** , 0.403**,0.454** , 0.153) (it is a positive result at a level of moral connotation respectively (0.043 , 0.000, 0.000 , 0.000, , 0.089,) in accordance with the foregoing, the fourth main hypothesis is accepted, which states that there is a moral correlation between communication networks and elements of entrepreneurial orientation. While the correlation between communication networks and the total entrepreneurial orientation ((0.367**, a positive value at the level of significance (0.01) and of relative importance (100%) and these ratios indicate compatibility and harmony between the answers of the sample members investigated

. relationship between database and entrepreneurial orientation :

The devices and equipment achieved a positive correlation with the moral level (0.01) with the approved variables respectively (creative ,proactive, independent risk-taking, offensive) ( ) which is a positive result at the level of moral significance respectively (0.000 , 0.000, , 0.008, , 0.0043, , 0.000, , 0.000,) in accordance with the foregoing, the first main hypothesis is accepted, which states that there is a moral correlation between devices, equipment and elements of entrepreneurial orientation. While the correlation between the equipment and the total leadership orientation (0.625**), which is a positive value at the level of significance (0.01) and of relative importance (100%) and these ratios indicate the compatibility and harmony between the answers of the sample members investigated.

FIFTH: TESTING EFFECT RELATIONSHIPS (SUB-HYPOTHESES) :

Table (9) analysis of the impact of Information Technology dimensions in supporting entrepreneurial orientation

Significance	Sig	Value (F) Tabular	Calculated value (F)	Determination coefficient (R2)	The value of the marginal slope coefficient (β)	Fixed limit value (α)	Dependent variable	
Moral	0.00	3.94	79.494	0.429	0.571	1.445	Entrepreneurial orientation	Creative
Moral	0.00		40.877	0.589	0.613	1.462		Proactive
Moral	0.00		60.970	0.365	0.554	1.547		Independence
Moral	0.00		34.270	0.244	0.502	1.676		Risk tolerance

Moral	0.00		61.413	0.367	0.432	2.043		Offensive
			210.767	0.665	0.898	0.312		Entrepreneurial orientation
Significance level 5% and confidence score 95							N=50	

Table (9) shows the results of the impact of the independent variable represented by information technology with its elements in the entrepreneurial orientation Table (9) shows that the value of (F) calculated in Information Technology and its dimensions with amounted to (79.494 , 40.877 ،60.970 , 34.270 61.413 ،210.767) respectively, which is greater than the value of (F) Tabular amount of (3.94) at the level of indication (0.05), that is, information technology and its dimensions positively affect the entrepreneurial orientation at the level of indication (5%), i.e. a degree of confidence (95%). Table (9) indicates the constant values (a) in the equation (1.445 , 1.462 , 1.547, 1.676 , 2.043 , 0.312) respectively, in the sense that when the dimensions of Information Technology are equal to zero, the entrepreneurial orientation will not be less than this value. The values of the beta coefficient (β)(0.571 , 0.571 ،1.547 ،1.676 ، 2.043 ،0.312) these are positive values and indicate any change in the amount of one unit in the (information technology and its dimensions) will lead to the change in the same amount in the (entrepreneurial orientation) by the amount of these values, while the value of the coefficient of determination(N2) for the total functional absorption (0.665) and this value is considered a descriptive measure used to explain and clarify the usefulness of the regression equation in the estimation of values, and this means the presence of (significant effect of moral information technology dimensions in the entrepreneurial orientation within the organization investigated) due to the influence of each in the other

.CONCLUSIONS AND RECOMMENDATIONS:

First: conclusions

1-The results of the description and diagnosis indicated a great interest in technology, in the circle of research and this was evident by the direction of the answer that is moving towards agreement

2-Having a clear strategy and developing it in keeping with the Times. For leadership orientation and how to achieve the highest performance in Information Technology

3-Statistical analysis shows the impact of Information Technology in the leadership orientation at the macro and micro level, to indicate the sound steps adopted by the company in order to excel over its

competitors and adopt carefully selected strategies that distinguish it from its competitors .

4-It appears from the theoretical presentation that the central role of information technology is embodied in the tasks accomplished through it better and continuously, so what is accomplished today is supposed to be better than yesterday, and tomorrow is better than today and gradually and continuously.

Recommendations

1. .Enhancing the concept of organizational introspection among senior management, in order to realize the role of distinguished individuals in enhancing the position of the organization and charting the future direction of the organization.

2. The researcher recommends the promotion and development of the information system in the sample investigated building a database between departments to reduce waste cost and effort and the use of modern technologies such as fax and reliance on information computing and reduce paperwork

3. The need to move towards the adoption of global software in the field of information technology through activating cooperation with international universities and international foreign cadres in this field

4. The need for the company to apply administrative concepts to the departments such as activating the principle of participation, the formation of teams, teamwork and administrative decision-making in a way that encourages creativity. Regulatory.

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