

ENTREPRENEURSHIP AND ITS ROLE IN DEVELOPING PERFORMANCE IN MEDIUM INDUSTRIAL AND COMMERCIAL COMPANIES IN THE REPUBLIC OF YEMEN

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Abstract:

The purpose of the study: To identify the role of entrepreneurship in developing and improving the performance of the Joubah Company for Industry and Trade in the Republic of Yemen. The study aimed to identify the role of entrepreneurship in developing and improving performance in the Joubah Company for Industry and Trade in the Republic of Yemen. The study consisted of a set of hypotheses through which a set of questions were formulated to measure the role of entrepreneurship in developing and improving performance in Joubah for Industry and Trade, representing the study community Industrial and medium productive companies in the Republic of Yemen, and the study sample represents the Joubah Company for Industry and Trade. The study included knowledge of the role of entrepreneurship in developing and improving the performance of the company. The study was conducted on all employees and workers at various vertical and horizontal administrative levels in the company, who are (92) employees. The questionnaire tool was used to reach the answer, and then the descriptive approach was used in the analysis, hypothesis testing, and a set of results and recommendations that summarized that entrepreneurship has a positive and excellent role in the efficiency, development and improvement of the company's performance. This study adds to the literature by providing an understanding of the importance of entrepreneurship. Business on the efficiency, improvement and performance of industrial companies in the modern era, and their contribution to increasing the quality, fame and efficiency of products in the company, as well as contributing to institutional entrepreneurship in drawing up human, financial and material resources policies and rationalizing decisions related to training and development. And evaluation of the performance of workers and workers in addition to the contribution of entrepreneurship in increasing the company's profits and reducing the loss and cost through the optimal use of the production elements.

Keywords: Entrepreneurship, development, improvement, and performance, Joubah Company for Industry and Trade.

Introduction:

The term entrepreneurship refers to a group of scientific, administrative and entrepreneurial methods in administrative, productive and service work through creativity, innovation, distinction, and attracting opportunities for companies and a great ability to compete in the markets, and from here the interest of organizations, companies, industrial, productive, service and marketing institutions in entrepreneurship increased, due to its successful and large role in The various administrative, industrial, production, service and marketing aspects, as entrepreneurship contributed to making big and important changes represented in reducing production costs, improving price levels, increasing delivery speed and improving quality, which contributed to increasing the competitiveness of these organizations. This research aims to define

entrepreneurship and its importance in improving, efficiency and developing administrative, productive and service performance in industrial companies, knowledge of entrepreneurship, its role and impact in developing performance, and the most important characteristics that distinguish it, as well as knowledge of the relationship of entrepreneurship with the development of performance in industrial companies, knowledge of the most important Dimensions of entrepreneurship and its impact on the performance of the organization, and knowing that entrepreneurship is the secret of the success of every institution and company. We conclude that the presence of entrepreneurship and investment in it has become one of the important criteria by which to measure the development of countries and increase their competitiveness. Entrepreneurship also plays a fundamental role in building, developing and improving performance in industrial organizations, and it now has a fundamental role in reshaping institutions, so that this leadership imposes the importance of developing a management model characterized by openness, flexibility and the ability to adapt to technological developments in the modern era. In light of information technology and globalization, the world is witnessing a deep and rapid development at all levels economically, politically, socially and technologically and as a result of the depth and speed of this development in the field of entrepreneurship in large, medium and small companies, the world has entered the era of entrepreneurship, and at the present time and in light of intense international competition, it has become an entrepreneur Business and globalization is the material substance. Most of the developed countries of the world compete with each other to develop plans and strategies in order to develop their companies in entrepreneurship, and this was accompanied by the emergence and spread of globalization, which has become an urgent need for all institutions, because of its strong advantage in the efficiency and development of performance in companies, so the researcher said it is not possible regardless of Made is far from entrepreneurship, access to it and its reform to invest in its research and all its interests and activities, and from this standpoint and given the importance of entrepreneurship in all organizations, companies and institutions, we have studied the role of entrepreneurship and its impact on the development of performance in industrial companies in the Republic of Yemen by referring to the Juobah Company for Industry and Trade.

Previous studies :

Comprehensive explanations of entrepreneurship must include the social context of behavior, especially the social relationships through which people obtain information, resources and social support. (Aldrich and Zimmer; 1986, p. 11) Ethnic networks have long been recognized as a vital component of success for the ethnic entrepreneur (for example, Aldrich and Zimmer, 1986; Bonacich et al., 1977; Boubakri, 1999; Deakins et al., 1997); Dhaliwal, 1998; Dyer and Ross, 2000; Iyer and Shapiro, 1999; Light, 1984; Peterson and Roquebert, 1993; Ram, 1994; Teixeira, 1998; Waldinger, 1988; Waldinger et al., 1990). Acting as an informal business incubator, ethnic networks nurture new businesses and assist in their growth by providing varying amounts of physical and intellectual resources (Greene and Butler, 1996; Greene, 1997). From the fledgling entrepreneur in a South Asian ethnic enclave in England to a venture-capital-funded, high technology, transnational entrepreneurial team in Silicon Valley, each acquires a strong competitive advantage through the use of ethnic networks (Greene, 1997). Saxenian (1999) has studied the highly educated, transnational community of Chinese and East Indian immigrants who have started new technology businesses in Silicon Valley and found networks that help 125 * This research was made possible thanks to a SSHRC Research Grant No. 412-98-0025. We gratefully acknowledge the assistance of Linda Lowry, Brock University, Charles Perreault and Charles Ramangalahy, HEC. An earlier version of this paper was presented at the Second Biennial McGill Conference on International Entrepreneurship: Researching New Frontiers McGill University, Montreal, Canada. create organizations specifically to further their technical, professional and entrepreneurial interests. Some businesses have a synergistic relationship between California and Taiwan whereby products, capital, skills, and information flow freely without the usual hindrance due to national borders. At least the Chinese (17 per cent) or East Indian (7 per cent) (Saxenian, 1999) started a quarter of the new high-technology ventures created in Silicon Valley in the last 20 years. What Saxenian calls the 'trans-local' (homeland and new country) networks provide 'entry points' for entrepreneurs, 'duties and sanctions', but also an increase in trade for both countries due to industry

integration. Meanwhile, the 'bootstrap capitalism' of South Asians in England (Werbner, 1999) conforms to more traditional perceptions of ethnic networks: support is provided by family and friends, or religious and other organizations as well as business people. Rath and Kloosterman (2000) say that today's economic sociologists call these social networks 'social capital', and they consider this an essential component of an ethnic entrepreneur's success. Aldrich and Waldinger (1990) define ethnicity as 'self-identification with a particular ethnic group, or a label applied by outsiders' (p. 131) and ethnic social structures as 'networks of kinship and friendship around which ethnic communities are arranged, and the interlacing of these networks with positions in the economy (jobs), in space (housing), and in society (institutions)' (p. 127). They affirm that 'within complex networks of relationships, entrepreneurship is facilitated or constrained by linkages between aspiring entrepreneurs, resources, and opportunities [along with] chance, necessity, and purpose' (p. 9). Their three-part person-to-person transaction approach includes communication, exchange, and normative considerations (expectations of the parties concerned). A hierarchy of social networks starts with the role-set (people you know), action-set (purposeful alliances), and network ('the totality of all persons connected by a certain type of relationship' (Aldrich and Zimmer, 1986, p. 12)). Networks are distinguished by their density or connectedness, reachability (direct or indirect path), centrality of the individual in the network, and the group's 'internal organizing capacity' (p. 14). Bates (1994a) explains the relationship between social capital and networks as follows: 'The entrepreneur is seen as a member of supportive kinship, peer and community subgroups. These networks, in turn, assist in the creation and successful operation of firms by providing such social capital as sources of customers, loyal employees and financing' (p. 674, from Aldrich et al., 1990). Although interest in social capital and ethnic groups and businesses has a long history, theory building in the business literature is surprisingly underdeveloped (Rath and Kloosterman, 2000; Werbner, 1999). Knowledge 126 Facilitating small-firm internationalization about the process of venture creation, business success and problems, and growth characteristics may act as a guide to framing government policies and programs for potential and new immigrants, and also for 'under-represented as entrepreneurs' ethnic groups (Brenner et al., 1992; Camarota, 2000; De Lourdes Villar, 1994). Immigrants or ethnic community entrepreneurs with strong links to their homeland may have formal and informal networks, which can be of use for both the entrepreneurs themselves and for companies intending to do business overseas (for example, Chamard, 1995; Kotkin, 1988; Razin and Langlois, 1996; Saxenian, 1999; Tseng, 1995; Wong, 1997; Wong and Ng, 1998).

The study Problem:

What is the role of Entrepreneurship in developing performance in the Juobah Company for Industry and Trade in the Republic of Yemen?

Study questions:

What is the role of creativity in developing performance and production in the Juobah Company for Industry and Trade in the Republic of Yemen?

What is the role of innovation in developing performance and production in the Juobah Company for Industry and Trade in the Republic of Yemen?

What is the role of excellence in developing performance and production in the Juobah Company for Industry and Trade in the Republic of Yemen?

Study hypotheses:

Main hypothesis:

There is a statistically significant relationship between entrepreneurship and performance development in Joubah Company for Industry and Trade in the Republic of Yemen.

From the main hypothesis, the following sub-hypotheses are derived.

There is a statistically significant relationship between creativity, performance development and production in Joubah Company for Industry and Trade in the Republic of Yemen.

There is a statistically significant relationship between innovation, performance development and production at Joubah Company for Industry and Trade in the Republic of Yemen.

There is a statistically significant relationship between excellence, performance development and production in Joubah Company for Industry and Trade in the Republic of Yemen.

Methodology:

The study dealt with the topic of entrepreneurship in medium-sized companies in the Republic of Yemen, which is considered one of the most prominent methods in modern and contemporary management due to its effective and positive role in productive, industrial and commercial companies, which companies seek to practice and benefit from, and among the most prominent factors that made the researcher study and research in the field of entrepreneurship. It is the absence of many studies in entrepreneurship in the third world countries, including the Republic of Yemen, and it is hoped that this study will add a scientific study aimed at the field of entrepreneurship in medium companies and open horizons for researchers to conduct other studies and research in the field of entrepreneurship in medium companies and their applications in the industrial and commercial sector in the Republic of Yemen and contributing to the enrichment of a Yemeni library in this regard, it is hoped that the results of this study will help those in charge of entrepreneurship in the Republic of Yemen by describing the strengths and weaknesses in the practice of entrepreneurship in medium companies in the Republic of Yemen and working to enhance strengths and reduce weaknesses. This study also helps in finding solutions to some of the difficulties faced by the Joubeh Company for Industry and Trade in entrepreneurship, and it is expected that this study will provide many results and recommendations for the management of the company and all employees, workers and shareholders of Joubeh Company for Industry and Trade, which may contribute to the development of entrepreneurship in the company. Joubeh for Industry and Trade. This study is concerned with the contribution of entrepreneurship to the development of performance in the Joubeh Company for Industry and Trade and its role in

Raising the administrative, production and industrial efficiency in Joubeh for Industry and Trade: A questionnaire was designed to collect data from the target group. The questionnaire was designed based on the theoretical literature of the study and after conducting a group of meetings with officials, directors of departments and sections, employees and workers at Joubeh for Industry and Commerce (grade, position, job type), while the second part of the questionnaire consists of (30) questions with an average of (10) Questions for the one sub-hypothesis, and a five-point Likert scale was used to answer the question. Statement (Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree) The Statistical Package for the Social Sciences Program covers statistical analyzes.

(S PSS) Use percentages, averages, and standard deviations to answer study questions

The study population was in the Joubeh Company for Industry and Trade in the city of Sana'a, Republic of Yemen, and the study sample included all officials, directors of departments and divisions, employees and workers in the company, who were () individuals.

(H1) There is a statistically significant relationship between creativity, performance development and production in Juobah Company for Industry and Trade in the Republic of Yemen

Axis Question	Strongly agree		Agree		Neutral		disagree		Strongly disagree		Mean	Standard Division	Arrange	Trend
	F	%	F	%	F	%	F	%	F	%				
Q1	32	34	40	43	10	11	7	8	3	4	3.98	2.04	1	Agree
Q2	29	31	33	36	18	19	8	9	4	5	3.81	2.01	3	agree
Q3	24	26	38	41	14	15	12	13	4	5	3.71	2.00	6	agree
Q4	27	29	28	30	17	19	12	13	8	9	3.58	1.95	9	Agree
Q5	23	25	42	45	15	16	7	8	5	6	3.77	2.01	4	Agree
Q6	16	17	44	48	16	17	10	11	6	7	3.58	1.95	10	agree
Q7	24	26	39	42	9	10	15	16	5	6	3.67	1.99	7	Agree
Q8	22	23	55	59	3	4	4	5	8	9	3.85	2.03	2	Agree
Q9	24	26	38	41	14	15	13	14	3	4	3.72	2.00	5	Agree
Q10	27	29	33	36	14	15	9	10	9	10	3.65	1.99	8	Agree
Weighted Average											3.74		Agree	

From Table No. (1) we do the following:

Looking at the respondents' answers to the first paragraph, which states (creativity contributes to raising the quality of the production performance in the company), it becomes clear that most of the answers are directed at approval, with an average of (3.98), meaning that creativity contributes to the quality of the production performance in the company, while the second paragraph that states On (creativity has a big role in creating new job opportunities in the company) it is clear that most of the answers are directed towards approval, with an average of (3.81), meaning that creativity plays a big role in creating new job opportunities in the company And the third paragraph, which states (Creativity contributes to reducing the costs of production and work in the company), it becomes clear that most of the answers are directed approval with an average of (3.71) in the sense that creativity plays a major role in reducing production and labor costs in the company, and the answer was to the fourth paragraph which states (Creativity contributes to creating a good administrative and productive climate in the company) It is clear that most of the answers are directed at approval, with an average of (3.58), meaning that creativity contributes to creating a good administrative and productive climate in the company, given the respondents' answers to this fifth paragraph, which states (helps Creativity in creating a stable and advanced work environment in the company (it is clear that most of the answers are directed approval with an average of (3.77) in the sense that creativity contributes to creating a stable and advanced work environment in the company. In opening new administrative and production departments in the company) it is clear that most of the answers are directed towards approval, with an average of (3.58) in the sense that creativity contributes to the opening of new administrative and production departments in the company. As for the responses of the respondents to the seventh paragraph, which states (Creativity in opening new production lines in the company) It is clear that most of the answers are directed towards approval, with an average of (3.67), meaning that creativity contributes to the opening of new production lines in the company.

By looking at the respondents' answers to this paragraph, which states (creativity contributes to the development of administrative performance in the company), it becomes clear that most of the answers are directed at approval, with an average of (3.85), meaning that creativity contributes to the development of administrative performance in the company, and through the respondents' answers to this paragraph Which states (creativity contributes to increasing sales to the company) It is clear that most of the answers are

directed towards approval with an average of (3.72), meaning that creativity contributes to increasing the company's sales, and by looking at the respondents' answers to this paragraph which states (innovation contributes to increasing the share of The company is in the market and opening new markets) It is clear that most of the answers are directed towards approval, with an average of (3.65), meaning that creativity contributes to increasing the company's share in the market and opening new markets.

The first hypothesis test. Test the first sub-hypothesis, which states (there is a statistically significant relationship between creativity, performance development and production in Joubah Company for Industry and Trade in the Republic of Yemen) From Table No. (2) we note the following we note from the top of the table that the weighted average of all paragraphs that represent the hypothesis The first subset is (3.74), and this indicates that the respondents' answers to these statements from the first hypothesis indicate that the respondents' answers are directed towards approval, that is, approval and acceptance of the hypothesis that there is a significant relationship. A statistical relationship between creativity, performance development and production in Al-Joubah Company for Industry and Trade in the Republic of Yemen, i.e. the first sub-hypothesis has been proven, which states that (there is a statistically significant relationship between creativity, performance development and production in Al-Joubah Company for Industry and Trade in the Republic of Yemen) and rejecting and denying the alternative hypothesis that It states: There is no statistically significant relationship between creativity, performance development and production in Juba for (Industry and Commerce in the Republic of Yemen)

We note also through the standard deviation, which ranged between (2.04: 1.95) which means that the answers were consistent in general.

Through the previous results, we confirm that the respondents agree with the paragraphs of the first sub-hypothesis (there is a statistically significant relationship between creativity, performance development and production in Al-Joubah Company for Industry and Trade in the Republic of Yemen), because all answers. It is upward, and it corresponds to all the paragraphs and questions of the hypothesis.

(H2) There is a statistically significant relationship between innovation, performance development and production in Joubah Company for Industry and Trade in the Republic of Yemen

Axis Question	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		Mean	Standard Division	Arrange	Trend
	F	%	F	%	F	%	F	%	F	%				
Q1	27	29	39	42	17	18	7	8	2	3	4.08	2.56	3	Agree
Q2	26	28	40	43	14	15	2	3	10	11	3.76	2.33	9	Agree
Q3	26	28	42	46	11	12	10	11	3	4	3.84	2.38	8	agree
Q4	28	30	49	52	13	14	1	2	1	2	4.10	2.57	2	Agree
Q5	30	32	43	46	2	3	11	12	6	7	3.86	2.39	7	Agree
Q6	31	33	41	44	14	15	4	5	2	3	4.03	2.54	4	Agree
Q7	19	20	58	62	7	8	4	5	4	5	3.91	2.43	6	Agree
Q8	30	32	42	45	9	10	7	8	4	5	3.94	2.45	5	Agree
Q9	23	25	48	52	5	6	4	4	12	13	3.71	3.28	10	Agree
Q10	31	33	55	59	2	2	2	3	2	3	4.20	2.62	1	Agree
Weighted Average											3.94		Agree	

From Table No. (2) we do the following :

Looking at the respondents' answers to this first paragraph of the second hypothesis, which states (innovation contributes to creating new ideas that will improve performance in the company), it is clear that most of the answers are directed towards approval, with an average of (4.08), meaning that innovation contributes to creating new ideas. It improves performance. In the company, looking at the responses of the respondents to this second paragraph of which states (innovation reduces the cost of performance and production in the company), it becomes clear that most of the answers are directed towards approval with an average of (3.76) that is, innovation reduces the cost of performance and production in the company. The respondents on the third paragraph of which states (innovation means the technical and official addition of production in the company) and it turned out that most of the answers are directed towards approval with an average of (3.84) meaning that innovation means the technical and formal addition of production in the company, by looking at the respondents' answers to the paragraph

Fourth, which states (innovation contributes to adding new products in the company in addition to current products), it is clear that most of the answers are directed towards approval with an average of (4.10), meaning that the innovator adds new products in the company, and the respondents' answers are the fifth paragraph, which states (innovation It helps the company to excel and distinguish it from other competing companies. The company's possession of the patent) It appears that most of the answers are directed towards approval, with an average of (4.03) that innovation contributes to the company's ownership of the patent. Oriented towards approval with an average of (3.91) that is, innovation contributes to the reputation of the company and the reputation of its products, and through the responses of the respondents to this paragraph, which states (innovation contributes to the development of performance It is clear that most of the answers are directed towards approval, with an average of (3.94), meaning that innovation contributes to the .development of administrative performance in the company

Looking at the respondents' answers to this ninth paragraph, which states (innovation contributes to increasing the company's sales, increasing capital and equity), it becomes clear that most of the answers are directed towards approval, with an average of (3.71), meaning that innovation contributes to increasing the company's sales, increasing capital and rights Ownership, looking at the respondents' answers to this paragraph, which states (innovation contributes to increasing the company's share in the market and opening new markets), it becomes clear that most of the answers are an agreement directed towards an average (4.20), meaning that innovation contributes to increasing the company's share in the market. And open new markets.

The second hypothesis test:

Test the second sub-hypothesis, which states (there is a statistically significant relationship between innovation, performance development and production in Juba Company for Industry and Trade in the Republic of Yemen) From Table No. (3) we note the following from the top of the table that the weighted average of all the paragraphs that represent the sub-hypothesis The second one is (3.94), and this indicates that the respondents' answers to these statements from the second sub-hypothesis indicate that the respondents' answers are directed towards approval, that is, approval and acceptance of the hypothesis that there is an important relationship. Statistics between innovation, performance development and production in Juba Company for Industry and Trade in the Republic of Yemen. That is, the second sub-hypothesis has been proven, which states that (there is a statistically significant relationship between innovation, performance development and production in Juba Company for Industry and Trade in the Republic of Yemen) and rejecting the alternative hypothesis and rejecting it. Countries (there is no statistically significant relationship between innovation, performance development and production in Juba Company for Industry and Trade in the Republic of Yemen), as we note through the standard deviation that ranged between (2.33: 3.28), meaning that the answers were consistent in general approval through the previous results. And trade in the Republic of Yemen), because the answers are all in the higher direction, which is to agree to all the paragraphs and questions of the hypothesis.

There is statistically significant relationship between excellence, performance development and production in Joubah Company for Industry and Trade in the Republic of Yemen.

Axis Question	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		Mean	Standard Division	Arrange	Trend
	F	%	F	%	F	%	F	%	F	%				
Q1	29	31	40	43	11	12	5	6	7	8	3.85	2.51	8	Agree
Q2	31	33	49	53	4	5	3	4	4	6	4.05	2.60	2	Agree
Q3	33	35	30	32	8	9	11	12	10	11	3.70	2.48	10	Agree
Q4	29	31	50	54	4	4	5	6	4	5	4.03	2.57	4	Agree
Q5	32	34	44	47	8	9	6	7	2	3	4.06	2.62	1	Agree
Q6	40	43	29	31	11	12	9	10	3	4	4.02	2.56	5	Agree
Q7	36	39	36	39	9	10	6	7	5	5	4.00	2.53	7	Agree
Q8	42	45	32	34	6	7	4	5	8	9	4.04	2.59	3	Agree
Q9	31	33	41	44	12	13	6	7	2	3	4.01	2.55	6	Agree
Q10	18	19	51	55	16	17	2	3	5	6	3.81	2.49	9	Agree
Weighted Average											4.00		Agree	

Looking at the respondents' answers to this first paragraph, which states (Excellence contributes to the company's fame in the local market), it becomes clear that most of the answers are directed towards approval with an average of (3.85), meaning that the distinction contributes to the company's fame in the local market, the respondents' answers to the second paragraph Which states (Excellence means that the company gets a good evaluation from the concerned authorities) It becomes clear that most of the answers are directed towards approval with an average of (4.05), that is, discrimination means that the company gets a good evaluation from the competent authorities, given the respondents' answers to the third paragraph, which states On (Excellence in production through which the company's products are the best products in the market) it is clear that most of the answers are directed at approval, with an average of (3.70), meaning that excellence in production through which the company's products are the best products in the market, and the respondents' answers to this fourth paragraph which states On (through excellence, the company gets new customers and new markets), it becomes clear that most of the answers are directed approval with an ,average of (4.03) meaning that through excellence the company gets new customers and new markets

Looking at the respondents' answers to this fifth paragraph, which states (Excellence in performance creates a good administrative and productive environment in the company), it becomes clear that most of the answers are directed towards approval with an average of (4.06), meaning that excellence in performance creates a good administrative and productive environment in the company, and through answers The respondents on this sixth paragraph, which states (Excellence in reducing production costs leads to lowering the price of the company's products), it is clear that most of the answers are directed towards approval with an average of (4.02), meaning that discrimination in reducing production costs leads to a lower price. The company's products, by looking at the respondents' answers to the seventh paragraph, which states (Excellence in production contributes to the quality of the company's products), it becomes clear that most of the answers are directed towards approval with an average of (4.00) meaning that excellence contributes to production with the quality of the company's products, and the respondents' answers to these The paragraph which states (Excellence contributes to the development of administrative performance in the company) It is

clear that most of the answers are directed approval with an average of (4.04) meaning that excellence contributes to the development of administrative performance in the company, and by looking at the respondents' answers to this paragraph which states (Excellence Contributes to the reputation of the company and the fame of its products) It is evident that most of the answers are directed towards the acceptance of an average of (4.01), meaning that excellence contributes to the reputation of the company and the fame of its products, and given the responses of the respondents to this tenth paragraph, which states it (Excellence contributes to increasing the company's share in the market And the opening of new markets), it is clear that most of the answers are directed at an average of (3.81)), meaning that the distinction contributes to increasing the company's share in the market and opening new markets.

The third sub-hypothesis test, which states (there is a statistically significant relationship between excellence, performance development and production in -Joubah Company for Industry and Trade in the Republic of Yemen) and from Table No. (4) we note the following :

We note from the above table that the weighted average of all the paragraphs that represent the third sub-hypothesis was (4.00), and this indicates that the respondents' answers to these statements from the third sub-hypothesis indicate that the respondents' answers are directed towards approval, that is, their approval and acceptance of the hypothesis that there is a relationship Statistical significance between excellence, performance development and production in the Joubah Company for Industry and Trade in the Republic of Yemen. That is, the third sub-hypothesis has been proven, which states that (there is a statistically significant relationship between innovation, performance development and production in the -Joubah Company for Industry and Trade in the Republic of Yemen) and the alternative hypothesis which states: There is no statistically significant relationship between innovation, performance development and production in - (Joubah Company For Industry and Trade in the Republic of Yemen).

We also note through the standard deviation, which ranged between (2.62: 2.48), meaning that the answers were consistent in general approval Through the previous results, we confirm that the respondents agree with the paragraphs of the third sub-hypothesis (there is a statistically significant relationship between excellence, performance development and production in the -Joubah Company for Industry and Trade in the Republic of Yemen), because all the answers are in the high direction, which is approval of all the hypothesis's paragraphs and questions.

Main hypothesis test:

By analyzing the questionnaire tool for the three sub-paragraphs and also analyzing the paragraphs of each axis, it is clear from the analysis that all the respondents' answers were directed towards approval, as the first sub-hypothesis obtained a weighted average (3.74), meaning that the first sub-hypothesis was proven while the second sub-hypothesis obtained a weighted average (3.94) That is, the second sub-loan was proven, and the third sub-hypothesis got the weighted average (4.00), meaning that the third sub-loan was proven, and through the above, the main hypothesis was proven, which states (There is a statistically significant relationship between entrepreneurship and performance development in Joubah Company for Industry and Trade In the Republic of Yemen) with a weighted average (3.90), and the alternative hypothesis is denied, which states (There is no statistically significant relationship between entrepreneurship and performance development in Juba Company for Industry and Trade in the Republic of Yemen) .

Test (T)

Through the respondents' answers to the questionnaire paragraphs for the three sub-hypotheses, it became clear that all their answers were in agreement, and this confirms the sub-hypotheses that were previously .assumed at the beginning of the study

By comparing the calculated value of (T), which amounted to (1.920) with Table (T) at the level of significance (5%), which is equivalent to (1.98), we accept the first sub-hypothesis (H1) which states (there is a statistically significant relationship between creativity and development Performance and production in

Joubah Company for Industry and Trade in the Republic of Yemen) and we reject the alternative hypothesis which states (There is no statistically significant relationship between creativity, performance development and production in Joubah Company for Industry and Trade in the Republic of Yemen) through the questionnaire and analysis, the study confirmed the contribution of creativity to the development of performance and production in the Joubah Company for Industry and Trade

By comparing the calculated value of (T), which amounted to (1.920) with Table (T) at the level of significance (5%), which is equivalent to (1.98), we accept the second sub-hypothesis (H2) which states (There is a statistically significant relationship between innovation and development Performance and production in Joubah Company for Industry and Trade in the Republic of Yemen) and we reject the alternative hypothesis which states (There is no statistically significant relationship between innovation, performance development and production in Joubah for Industry and Trade in the Republic of Yemen)

By comparing the calculated value of (T), which amounted to (1.920) with Table (T) at the level of significance (5%), equivalent to (1.98), we accept the third sub-hypothesis (H3), which states (There is a statistically significant relationship between distinction and development Performance and production in Joubah Company for Industry and Trade in the Republic of Yemen) and we reject the alternative hypothesis which states (there is no statistically significant relationship between excellence and development of performance and production in Joubah Company for Industry and Trade in the Republic of Yemen) and through the above, the main hypothesis was proved, which states (there is A statistically significant relationship between entrepreneurship and performance development in the Joubah Company for Industry and Trade in the Republic of Yemen) with a weighted average (3.90) and the negation of the alternative hypothesis, which states (There is no statistically significant relationship between entrepreneurship and performance development in Joubah Company for Industry and Trade in the Republic of Yemen)

The validity and reliability test using the Cronbach Alpha test also indicates the strength of the questionnaire results, which reached (96.8).

Conclusion:

The following is a summary of the study and the analysis of the survey, and the study concluded with a set of findings and recommendations that benefit the study community, the sample, and researchers in the field of entrepreneurship, the study included the following question, to what extent does entrepreneurship contribute to the development of performance in the Joubah Company for Industry and Trade in the Republic of Yemen? Three sub-questions were formulated in the dimensions of entrepreneurship, namely creativity, innovation and excellence. A set of objectives and hypotheses related to the problem and the study community were formulated, and the Joubah Company for Industry and Trade was identified in the capital, Sana'a, in the Republic of Yemen. All the company's factories and commercial offices, the subject, the time and the spatial limits were specified. With regard to the study, the study concluded that the Joubah Company for Industry and Trade practices the dimensions of entrepreneurship in it, and the company has benefited from entrepreneurship in all its factories and offices. Joubah Company for Industry and Trade cares, uses and practices entrepreneurship in all service, administrative, industrial, productive and commercial fields in the company, and most importantly From that, the use of entrepreneurship in the development of performance in the company and the administrative decision-making and implementation thereof, and that the Joubah Company for Industry and Trade has kept pace with the modern era in the use of entrepreneurship in all service, administrative, industrial, production and commercial fields, and the study concluded that the practice of entrepreneurship in the company is working to facilitate the introduction of Administrative, industrial, production and commercial services in the fastest time and at the lowest cost and effort, and the study has reached a large, effective and positive level. Where entrepreneurship contributes to the speed and facilitation of the completion of all administrative, industrial, productive and commercial work, keeping pace with the times by using entrepreneurship in all business and activities, which is positively reflected in the preservation of the company, its reputation and its distinction from other industrial and commercial companies.

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