

ROLE OF BUSINESS ENTREPRENEURSHIP AND ELECTRONIC WORKING FOR JOBS OPPORTUNITIES CREATION

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Abstract. This study aimed to diagnose the entrepreneurial experiments in electronic working and its challenges, besides work opportunities creation, recognizing the role of entrepreneurship in reducing the percentage of unemployment, by creating new jobs. The problem of this study revealed that most of least developed countries (LDC), likewise Sudan had put no serious care on entrepreneurship by utilization their existing production sources, this reflected negatively on economic growth of said countries, and also increased the percentage of unemployment among youth people. The researcher used the Statistical Package for Social Sciences (SPSS) to analyze the data and information which had been collected from the selected sample of staff worked at headquarter of Kenana Sugar Company, Site. The study highlighted some findings such as; initiating and getting use of available sources and time management for work opportunities creation, also distance working will let you to be in charge of yourself, Accordingly the researcher has represented many recommendations such as; encouraging employees for innovation and creativeness by enhancing self-confidence to accept un-predicted risks in executing their projects of e-working, moreover, the researcher has recommended the graduate students tackling factual projects, which can be work nucleus for their future career for overcoming the idleness problem.

Keywords: *emergency jobs, unemployment problem, business incubators, entrepreneur and entrepreneurial projects*

Introduction

Entrepreneurship is one of key enthusiast of economic growth in any country, which can contribute in solution of the unemployment problem, and can lessen the rates of legal and illegal immigration. Entrepreneurship dominated the minds of young people in the 21st century, motivated many of them to initiate and implement innovative and creative ideas on the spot individually and collectively. The researcher noticed that most of least developed countries (LDC), likewise Sudan had put no serious care in terms of entrepreneurship by utilization their existing production sources, which will motivate establishment of small and middle projects, this reflected negatively on economic growth of said countries, and also increased the percentage of unemployment among youth people. The main question of the research problem revealed the under mentioned phrase is what is the role of entrepreneurship and teleworking in job creation?

The significance of this study comes from the importance of entrepreneurship and its role in creating new job opportunities, and promoting the culture of entrepreneurship among youth people, and the possibility of adopting entrepreneurship as a method in universities and higher institutes. This research can be as an additive to researches of entrepreneurship. It is workable to identify the extent of Kenana Sugar Company in supporting entrepreneurship, by encouraging creative ideas to create new job opportunities, in order to reduce the problem of youth joblessness. The researcher proposed some recommendations that may contribute in development and growth of organizations, which are facing fierce competition in the opened markets in the 21st century.

The objective of the study is including: (1) recognizing the role of entrepreneurship in reducing the percentage of unemployment, by creating new jobs; (2) identifying the opportunities and challenges facing the application of entrepreneurship and e-working; and (3) reviewing some international experiments in entrepreneurship and e-working, in order to be as lessons learned from them. The main hypothesis is formulated as H_0 : there is statistical significance relationship between entrepreneurship, electronic working and job creation in Kenana Sugar Company (Sudan).

Literature review

Business entrepreneurship

Organizations which need to achieve sustained innovation and long-term advantage in the product-market field; they should maintain a culture that encourages performance improvement. This sort of culture can also be described as a culture that promotes entrepreneurship among employees to adopt creativeness and innovation that will enable them to realize and take advantage of opportunities whenever they arise. The word entrepreneurship originates from the French verb “entreprendre”, which means to undertake (Vérin, 1982). It is sometimes said that entrepreneurship originated from the discipline of economics of entrepreneurship. Entrepreneurship can thus be viewed as a regional, temporal and strategic phenomenon which alters according to its operating environment (Knight, 1987). A number of authors have shown that entrepreneurs reflect the characteristics of the period and the place in which they live (Filion, 1991). Many researchers and authors have defined entrepreneurship as follows: (1) a set of skills that contribute to the start of a new work by linking it with the ability to achieve new job opportunities (Gangi, 2015); (2) a continuous movement for life and land reconstruction, and also to represent rubber containers to be suitable for absorbing the attempts of innovators in order to improve new production methods (Mahdi, 2018); (3) entity which contribute strongly to economic development and increase national income by generating innovation, developing markets, creating jobs and introducing advanced technology to improve goods and services at local and international levels (Hirsch et al., 2010).

Entrepreneurship activities in Sudan

Generally, there is no precise data available on entrepreneurial activities in Sudan. The Global Entrepreneurship Monitor (GEM) survey that provides the data on entrepreneurial activities for many countries of the world does not include Sudan. On the other hand, the Central Bureau of Statistics (CBS) in Sudan does not publish data on entrepreneurial activities or any other relevant variables for this field of study (Gangi and Mohammed, 2017). Moreover, the World Bank’s Doing Business reports ranked Sudan at the bottom of the listed countries. Indeed, different studies undertaken by the World Bank reveal that entrepreneurial activities are very low compared to other countries in the region (World Bank, 2015).

Realism and prospects of electronic working

The world's telecommuting spread in the late 20th century, where many individuals and companies have resorted to the use of individuals e-working from home or anywhere in the world based on the revolution of communication and information

technology (Rampton, 2017). E-working, as per business organizations vision will decrease the cost of production, and increase the ability of these organizations to employ the employees who have talents and innovative skills, likewise reduce employees' turnover. On the other hand, Global Workplace Analytics Company provides \$ 22,000 per year to any employee works on e-working.

E-working concepts

Some researchers identified the concepts of electronic working as: (1) working away from the office or workshop, and communicating with employees through the possible means of telecommunications, through emails or through social media; (2) the concept of e-working in 1985 had linked with the work from home, as women done, which is now called the economic isolation (Jackson and Van der Wielen, 1987); (3) performing work by using information and communication technology, which are helped you to work in any isolated place (Woolgar et al., 2009).

Opportunities of e-working

There are many positive opportunities for e-working, can be summarized as (Birbir, 2018): (1) flexibility of determining the work place (by cancelling the fender of time & place): for example a person from Turkey can execute his work by communicating another person from Russia, without moving from his place and at any time; (2) flexibility of working hours, because any person can enjoy flexible work time during the day or the night, which may improve the overall balance between work and family responsibilities; (3) the electronic working can help any person to establish an exhibition for his own products: this exhibition may motivate him to create a permanent job or career in the future; (4) the people who execute electronic working they have great freedom to choose the persons who can work with them without restriction by any person; (5) freedom of choice without compliance with any person, because in traditional work, the employee complies with specific company and the employer complies with certain employees, but in e-working the worker can sign contracts with more than one company.

Challenges of e-working

There are many challenges facing application of e-working, which may negatively reflect on productivity of any person, these challenges can be pointed out as (Pullein, 2018): (1) the laziness, e-working can be delayed today and executed later, but postponing of the tasks may reduce the productivity in such circumstances; (2) the competitive spirit, the absence of human interaction is one of the main challenges in e-working, because colleagues who are encouraging the competitive spirit will enhance productivity; (3) the procrastination of paying the wages, in many cases, some companies delay paying wages without appreciation and respecting for the effort of the worker, despite the completion of full task at suitable time; (4) the complex mix of tax laws and employment, these laws vary between different countries in the world owing to the minimum wages and the immigration of rare specializations, and the differences between work regulations, as well as relations and links between employees and the employer in many of the Countries.

Relation between e-working and entrepreneurship

The entrepreneurship usually comes from deep thinking to solve problems which are faced any community or organization, in order to discover suitable solutions for establishing entrepreneurial projects, which may develop the communities and organizations by ascertaining profits and decreasing the ratios of the unemployment among youths. The main objective of e-working is to meet market needs, by searching for career or job in the existing markets according to his specializations; the work owner has no enough money and not bears any risks may occur, but he relies on his own account and not on account of any organization or community (Viktorovich et al., 2020). The owner of e-working relies on internet by using information technology and modern communication means, and executing all processes of work far away from the main work location by himself, the entrepreneurship will help the entrepreneurs to establish their entrepreneurial projects with others, based on their innovative and creative skills by using information technology and internet as well.

International experiments in e-working

Here are some international experiments in e-working, as follows:

Automatic Inc. Company: this Company is website Development Company which had been founded by Word Press Company, and employed about 548 staff working in 53 countries and speaking 76 languages, the capital of this company was US \$ 1.16 billion in 2014.

Experiment of Turkey: Turkey has been interested in studying the internal entrepreneurial spirit of innovation; entrepreneurial spirit and self-renewal related to e-working, taking into account the environment variables and external determinants in development and entrepreneurial development, which produced by the data of 331 Turkish manufacturing companies. The positive dimensions are essentially related to innovation, looking for the customer interest and employee satisfaction (Ibrahim and Ibrahim, 2013).

Basecamp: this Company was called 37 Signals in 1999 which had employed four staff. In 2014 had changed its name to Basecamp Company in order to reflect the name of its most famous products. This company has employed more than 50 staff in 32 cities around the world carry out e-working. The key success of this company is focusing the team on making life better than making business better concentrating on customer in order to be an integral part for the company.

Experiment of Singapore: The Government of Singapore has taken care of the entrepreneurial sector, making small and medium-sized enterprises contribute 40% of the country's GDP. The Government of Singapore has taken care of the entrepreneurial sector, making small and medium-sized projects, by contributing 40% of the country's GDP. The Government has implemented four stages to acquire new generation requirements. In the first stage had taken care of children education, while in the second stage focused on training children on soft skills through communication and forming group work team. In the third stage had taught children how to study the market and prepare budgets. In the fourth stage had created small markets & taught the children and youths, in order to sale their products.

Materials and Methods

The researcher used the historical descriptive method for recognizing the previous studies in order to get use of other countries' experiments in entrepreneurship and job

creation, also has been used standard Deviation to measure the similarity of the responses of the targeted sample, moreover Chi square was used to test the hypothesis not to exceed significant level 0.05 will be accepted, but if it is exceeded 0.05 this hypothesis will be rejected, also the Statistical Package for Social Sciences (SPSS) has been used for analyzing the collected data from the targeted sample in Kenana Sugar Company.

Results and Discussion

The field of study was conducted in Kenana Sugar Company, which is considered as one of the leading companies in sugar production, ethanol and animal feed, by using technical infrastructures such as; computers and the Internet in the operational processes, administrative and financial activities. Kenana had adopted technological transformation in 2007, which had resulted to the redundancy of non-proactive manpower and increasing the wages and salaries of the remaining employees, after creating new jobs based on their competencies and technical capabilities. The targeted sample was consisted of 30 persons, to whom the questionnaires had been distributed. The researcher divided the main research hypothesis into three variables: entrepreneurship, e-working and job creation, for collecting data & information from the targeted sample.

Table 1 indicated that the average mean of the first variable of 4.43 is greater than assumed mean being 03, and this is the result of the acceptance of the targeted sample for quoted phrases. The average of standard deviation 0.66 is less than one, which revealed homogeneity, similarity and validity of all responses of the said sample of the first variable phrases. *Table 2* revealed the Asmp. Significance is less than 0.050 for the first variable, which is indicated no significant differences in the responses of the selected sample of data analysis, which is resulting acceptance all phrases of the first variable (entrepreneurship). *Table 3* indicated that the general average of mean of the first variable 4.19 is greater than assumed mean being 03, which is showed the acceptance of the targeted sample for quoted phrases. The average standard deviation 0.79 is less than one, which revealed homogeneity, similarity and validity of the responses of the targeted sample in terms of the second variable phrases. *Table 4* revealed the Asmp. Significance is less than 0.050 for the second variable, which is indicated no significant differences in the responses of the targeted sample in terms of data analysis, which is resulting acceptance of the phrases of the second variable (e-working). *Table 5* indicated that the general average of mean of the first variable 4.19 is greater than assumed mean being 03, which is showed the acceptance of the targeted sample for quoted phrases. The average of standard deviation 0.79 is less than one, which revealed homogeneity, similarity and validity of the responses of the targeted sample in terms of the third variable phrases. *Table 6* showed the Asmp. Significant is less than 0.050 for the second variable, which is indicated no significant differences in the responses of the targeted sample in terms of data analysis, which is resulting acceptance of the phrases of the second variable (job creation).

Table 1. Mean and standard deviation of the entrepreneurship.

No	Phrases	Mean	Standard deviation
1	The ability to manage and organize time creates job opportunities	4.50	0.57
2	Using technical means helps for job opportunities creation	4.20	0.81
3	Taking advantage of other people's experiences promotes job creation	4.53	0.73
4	The initiative and the use if available resources contribute to job creation	4.53	0.57

5	Creative skills and abilities play an active role in creating employment opportunities	4.43	0.63
General average		4.43	0.66

Table 2. Chi square, DF and asmp. significance of the entrepreneurship.

No	Phrases	Chi square	Degree of freedom	Asmp . sig.
1	The ability to manage and organize time creates job opportunities	12.60	2.00	0.00
2	Using technical means helps for job opportunities creation	20.93	3.00	0.00
3	Taking advantage of other people's experience promotes job creation	15.20	2.00	0.00
4	The initiative and the use of available resources contribute to job creation	13.40	2.00	0.00
5	Creative skills and abilities play an active role in creating employment opportunities	9.80	2.00	0.00
General average		14.38	2.20	0.00

Table 3. Mean and standard deviation of the e-working.

No	Phrases	Mean	Standard deviation
1	E-working gives you confidence in choosing your customers by yourself	4.20	0.85
2	E-working provides a balance between social life requirements	4.23	0.63
3	E-working helps you to get necessary experience without a trainer	4.00	0.95
4	E-working makes you responsible for yourself and nobody has a right to contril your decisions	4.43	0.68
5	E-working gives you security and job stability	4.13	0.82
General average		4.19	0.79

Table 4. Chi square, DF and asmp. significance of the e-working.

No	Phrases	Chi square	Degree of freedom	Asmp . sig.
1	E-working gives you confidence in choosing your customers by yourself	12.13	3	0.00
2	E-working provides a balance between social life requirements	9.80	2	0.00
3	E-working helps you to get necessary experience without a trainer	6.53	3	0.00
4	E-working makes you responsible for yourself and nobody has a right to contril your decisions	8.60	3	0.00
5	E-working gives you security and job stability	12.13	3	0.00
General average		9.83	2.80	0.00

Table 5. Mean and standard deviation of the job creation.

No	Phrases	Mean	Standard deviation
1	You can manage your business from anywhere to create a new job opportunity	4.20	0.85
2	Innovation and talent development create job	4.23	0.63
3	Self-confidence and self-belief contrinute to job creation	4.00	0.95
4	The study and analysis of markets and consumers help create job opportunities	4.43	0.68
5	Knowledge of the variables of the external environment create job opportunities	4.13	0.63
General average		4.19	0.79

Table 6. Chi square, DF and asmp. significance of the job creation.

No	Phrases	Chi square	Degree of freedom	Asmp . sig.
1	You can manage your business from anywhere to create a new job opportunity	12.13	3	0.00
2	Innovation and talent development create job	9.80	2	0.00
3	Self-confidence and self-belief contrinute to job creation	6.53	3	0.00
4	The study and analysis of markets and consumers help create job opportunities	8.60	3	0.00
5	Knowledge of the variables of the external environment create job opportunities	12.13	3	0.00
General average		9.83	2.80	0.00

The results of the analysis of the three variables being: entrepreneurship, telework and job opportunities creation proved the acceptance of the main research hypothesis, which is revealed the statistical significance relationship between entrepreneurship, electronic working and job opportunities creation in Kenana Sugar Company (Sudan). In accordance with the objectives of the study, literature review reference and previous studies related to the subject of study, the following findings can be stated as:

(1) Ibrahim and Ibrahim (2013), their study aimed at identifying the science of entrepreneurship and its role in the efficiency of the performance of institutions. The main finding revealed that the products of projects satisfied the need of the customers, while the important recommendation pointed out to put full attention to business entrepreneurship which needs to be taught in educational institutions. This study agreed with this study in terms of its recommendation, while the difference revealed the interest in electronic infrastructure contributes to the innovation, creativity which is resulted to application of e-working.

(2) UNICEF (2019), where the study aimed at evaluating the experience of e-working in the Gaza Strip, and the most important findings reached and found that the level of knowledge about the work remotely is weak, and the most prominent recommendations are the need for attention of ministries and trade unions concerned with training courses on e-working and encouraging young people to set up telecommuting projects. This study agreed with study in encouraging young people to undertake projects for reducing the problem of unemployment, but this paper indicated the importance of technological infrastructure, which is encouraging innovation of implementation e-working.

(3) Park (2017) their study aimed to study the concept of e-working by drawing it in local, regional and international experiences; the researchers explored the views of women with special needs, in order to raise recommendations for activating e-working according to ambitions of the community. This study agreed with this study in taking in account previous experience in the field of e-working, at the same it was indicated the importance of technological infrastructure, which is encouraging innovation for implementation e-working.

(4) Eryilmaz (2017), his study aimed to recognize the existing models in business administration education and their relation to the teaching and development of entrepreneurship among students, the study concluded to some findings such as; entrepreneurship course can be developed in proportion to the skills of preparing projects and transforming the ideas into practical reality, while the study recommended that Sudanese business schools to develop proposals in terms of entrepreneurship courses in the academic methodizing. This study agreed with this study in considering leadership as an educational curriculum, but this paper indicated the importance of technological infrastructure, which is encouraging innovation of implementation e-working.

(5) Karadeniz and Yailmaz Özdemir (2009), their study aimed at diagnosing the reality and obstacles of entrepreneurship in the Palestinian economy. The main finding of the study is; general benefit from the existence of obstacles that limit the application of entrepreneurship. The important recommendation submitted by the researcher is; it is necessary to implement entrepreneurship, in order to improve the quality of Palestinian pioneering works. This study agreed with this study in terms contribution of entrepreneurship in growth of the national economy, but this study not taking in account the technological infrastructure which has become major obstacle in implementation of e-working.

(6) Zain and Hassan (2007), their study aimed at recognizing the relationship between corporate entrepreneurship (CE) and company performance in a hostile business environment of a developing country, by using survey data obtained from 55 Malaysian construction firms. Among others, this study found that: CE strongly influenced company growth in a hostile business environment; also, CE exists at

more than one level within a business organization. This study agreed with this study in taking in account entrepreneurship in organizations, but differed from e-working applications for creation future career.

Conclusion

According to the literature of the study and the results of statistical analysis of the data collected from the field study, the researcher reached to several findings namely: entrepreneurship and teleworking play a pivotal role in job creation; the study and analysis of markets and consumers help create employment opportunities; the initiative and benefit from available resources and pilot experiences contribute to the creation of employment opportunities; working remotely makes you responsible for yourself and does not control the decision of anyone else; working remotely distinguishes between the requirements of social life and the work it performs; working remotely helps you get the necessary experience without a coach.

In light of the above findings, the researcher recommends it is so necessary to take care of technical devices and infrastructure to support teleworking or electronic working; encouraging employees and their support for creativity and innovation and the need to enhance self-confidence and self-belief and accept risks for the implementation of telework projects; study and analysis of the variables of the external environment (ambient) in order to create pioneering jobs; choosing the work that ensures the confidence of your customers and customers in the purchase of your products or services; work on the development of your skills and technical and administrative capabilities to operate remotely in order to obtain the necessary experience without a coach; the researcher recommends that university graduates be projects that graduate solutions to real problems to be the nucleus of future work to reduce the problem of unemployment.

According to researcher's observations, the suggestions are raised on entrepreneurship projects should be related to the reality of the State and a solution to its problems; supporting and funding governments in developing countries graduation projects aimed at reducing the problem of unemployment; encourage and motivate the owners of creative and innovative ideas at the individual or group for e-working; make smart partnerships with private companies and employers to take care of entrepreneurial projects; preparing database of the creators of companies or those who are working from homes, and communicating them afterwards to know their future projects, accordingly.

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Conflict of interest

The author confirms that there is no conflict of interest with any parties involved with this study.

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