

Factors Affecting the Selection of Entrepreneur Projects for ‘Mobaderoon’ Program

Wasim Ismail Al-Habil* and Tariq Adel Thabet

Department of Community Service & Continuing Education, The Islamic University of Gaza, Gaza City, Palestine

Abstract

This study examines the selection criteria and the screening stages of entrepreneur projects in order to attract the most suitable people and projects for benefiting from Incubation Programs under study. It also aims at determining the criteria that contribute to choosing the entrepreneur projects and people.

Due to the nature of the study, the researchers used the descriptive analytical approach. The study population includes all the people whose ideas participated in the screening and selection stages for the Mobaderoon Project in its first and second phases by using complete census sampling. The total number of the study population is 110 people (60 projects). The members of the study population went through different stages of screening and selection (Primary screening-interviews-plans evaluation). This was achieved by distributing (110) questionnaires to the entire study population, (80) of which were collected back with a percentage of 72.7%.

The study findings show a statistically significant relationship between the factors affecting the choice of entrepreneur projects (Originality of the idea, specialization/education, gender, professional experience, capability of implementation, feasibility study, marketing study, technical study, financial study, and work team) and the success of choosing these projects in the Mobaderoon Program. The findings also reveal that four of these factors contribute with a percentage of 75% to the success of selecting the entrepreneur projects in the following order: work team, the financial study, the marketing study, and finally the originality of the idea. The remaining factors affect the success of selection by 25% only.

In addition, the findings show that there are no statistically significant differences between the mean scores of the participants' opinions about the factors affecting the choice of entrepreneur projects in relation to the following variables (age, gender, educational qualification, and years of experience in entrepreneur business).

The study recommends specifying and following, previously-determined and measurable criteria for the success of the entrepreneur projects in order to maximize the use of the financial and human resources provided to them through business incubators. The study also recommends offering opportunities to entrepreneurs who are in a greater need for incubation and the funding programs.

Keywords: Entrepreneurship; Business incubators; Mobaderoon; Factors affecting the selection of entrepreneur

Introduction

Most countries currently tend to foster entrepreneurs and people with creative ideas through various programs, institutions and agencies due to the importance of these projects for economic and investment growth. Entrepreneurship projects of various types contribute to the revealing of new creative ideas and pave the way for the creation of new job opportunities for graduates. They also act as a connection between university graduates' academic studies and the work market and the introduction of new industries and services to the local market. Amid difficult and ever-changing economic conditions, entrepreneurship projects are considered promising areas for emerging and developed countries alike. This is due to many advantages related to these projects such as the simple technology used, the low amounts of required funding, as well as, being the core for establishing large businesses and companies which can reach global markets. Examples of the contributions of small and medium projects to the economy are their contribution to 50% of Jordan's GDP, 48% of Morocco's GDP, 40% of India's GDP and 61% of South Africa's GDP [1]. They also contribute to 95% of the GDP of Palestine [2].

Lately, incubation and nurturing programs of entrepreneurs and micro projects have increased in Palestine in general and in the Gaza Strip in particular. Among the most important of these programs concerned with nurturing entrepreneurs is the “Mobaderoon” program.

Mobaderoon is a program that aims at supporting the entrepreneur youth in the Gaza Strip. It targets the youth and graduates who have entrepreneurial and ambitious ideas in different fields with potential to turn into successful income-generating businesses. The project offers entrepreneurs a group of services such as professional managerial and technical training, incubation, funding and guidance. This enhances the chances of turning their ideas into successful self-sufficient businesses that can be marketed locally, regionally and internationally to take part in the economic development process. Mobaderoon mainly aims at taking part in fighting poverty in the society through developing entrepreneurial businesses. In addition, Mobaderoon is the first entrepreneurial project implemented in the Gaza Strip. It is basically a series of projects that are implemented by the Business and Technology Incubator (BTI) [3].

***Corresponding author:** Wasim Ismail Al-Habil, Department of Community Service & Continuing Education, The Islamic University of Gaza, Palestine, Tel: +972 (08) 2070-588; E-mail: wahabil@iugaza.edu.ps

Received March 15, 2019; **Accepted** March 25, 2019; **Published** April 01, 2019

Citation: Al-Habil WI, Thabet TA (2019) Factors Affecting the Selection of Entrepreneur Projects for ‘Mobaderoon’ Program. Arts Social Sci J 10: 441. doi: [10.4172/2151-6200.1000441](https://doi.org/10.4172/2151-6200.1000441)

Copyright: © 2019 Al-Habil WI, et al. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Study problem

The study problem stems from the scarcity of theoretical and field studies of the criteria required for selecting beneficiaries of support and incubation programs. It is also related to the inability to reach entrepreneurs who have the potential to be directed and developed and who have the ability to transform their pioneering ideas into income-generating business projects through these incubation programs. In the Gaza Strip in particular and through the "Mobaderoon" program's experiment in its first and second phases, it was revealed that the selection of projects benefiting from such programs was not based on defined and clear criteria capable of selecting the most suitable and promising beneficiaries from the target group. This leads to high expectations of success and continuity for some people or entrepreneurship projects, while the opposite is revealed during or after the project is created. In addition, the Palestinian entrepreneurship environment lacks the availability of suitable models and criteria and also lacks sufficient coordination among concerned parties.

In the Palestinian Territories, the percentage of youth aged 15-29 reached 30% of the total population, which was estimated in mid-2017 by the Palestinian Central Bureau of Statistics to be 4.95 million in the West Bank and the Gaza Strip (3.01 million in the West Bank and 1.94 million in the Gaza Strip).

Meanwhile, the Gaza Strip suffers from the ever-growing vast numbers of new university graduates, shortages of resources, economic and political changes and occupation effects. These factors have led to growing rates of poverty and unemployment in the first quarter of the year 2017, the unemployment rate among the age group 15-29 years reached 40% of the youth that form part of the workforce (36% of males and 69% of females). Also, the poverty rate among individuals according to the monthly consumption patterns was 53.0% in Gaza Strip, while the percentage of extreme poverty among the individuals was 35.4% in Gaza Strip. The Palestinian Youth Survey in 2015 showed that about 24% of the youth aged 15-29 years wish to leave the country, with the percentage distributed as 37% in the Gaza Strip and 15% in the West Bank due to the unbearable situation in the Strip [4].

Wherefore, the correct selection of the required target group leads to optimal investment of human capacity in general. This applies to programs that support creative and entrepreneurship projects and, which are considered among the most important pillars of the Palestinian economy, especially in the Gaza Strip. These pioneering projects also contribute effectively to limiting poverty and unemployment in the Palestinian society.

The study tries to answer the following question:

What are the factors affecting the correct selection of entrepreneurship projects within the "Mobaderoon" program?

Study objectives

- i. Investigating the effect of using selection criteria and screening stages of entrepreneurship projects on the selection of the most suitable people and projects to benefit from this study's support and incubation programs.
- ii. Determining the most effective and contributive criteria to the selection of entrepreneurship projects and entrepreneurs.
- iii. Identifying the capabilities, traits and characteristics that enable entrepreneurs to succeed and proceed.
- iv. Reaching recommendations which can support entrepreneurship programs and business incubators under study.

Study significance

Entrepreneurship institutions, incubators and funding institutions: The importance of this study stems from its focus on one of the most important benefits from funding small projects and incubation programs. The study also directs entrepreneurship programs to reach their target groups so as to achieve the best benefits from incubation programs. It also sets the criteria required to select the best projects and pioneering ideas that could be transformed into income-generating businesses.

The government and the society: The study highlights the importance of incubation programs in supporting entrepreneurship projects and their role in enabling entrepreneurs to find their own jobs and to enter the work market. These incubation programs play a large role in supporting and developing projects and contribute to economic development in general through generating income, providing work opportunities to fresh graduates and creating new markets. They also have economic, social and technological implications by developing individuals and the society and by supporting governmental, academic and community institutions and the private sector.

Entrepreneurs and people with creative ideas: The study attempts to reveal that despite the rising number of incubation and project support programs in the Gaza Strip lately, the numbers of entrepreneurs hoping to benefit from these programs is also very high. This implies that there is a great need for the presence of clearly defined criteria for the selecting the most suitable and best people to benefit from these programs. This is due especially to the large costs that could be 'wasted' and to reach the most suitable people not be reached.

Study hypotheses

First main hypothesis: There is a statistically significant relationship at a level of ($\alpha \leq 0.05$) among the following effective factors: (originality of the idea, specialization/education, gender, professional experience, ability to implement, feasibility study, marketing study, technical study, financial study, work team) in the successful selection of entrepreneurship projects for the "Mobaderoon" program.

Second main hypothesis: There is a statistically significant effect at a level of ($\alpha \leq 0.05$) for the following effective factors: (originality of the idea, specialization/education, gender, professional experience, ability to implement, feasibility study, marketing study, technical study, financial study, work team) in the successful selection of entrepreneurship projects for the "Mobaderoon" program.

Third main hypothesis: There are statistically significant differences at a level of ($\alpha \leq 0.05$) between the average opinions of respondents towards the effective factors in selecting entrepreneurship projects attributed to general information: (age, gender, academic qualification, number of years of experience in entrepreneurship, whether the respondent's project is currently an existing company, and the respondent's reliance on the same idea he worked on at Mobaderoon).

Study variables

Dependent variables: (i) Successful choice of entrepreneurship projects within the Mobaderoon program.

Independent variables: (i) Originality of the idea, (ii) Specialization/education, (iii) Gender, (iv) Professional experience, (v) Ability to execute, (vi) Feasibility study, (vii) Marketing study, (viii) Technical study, (ix) Financial study, (x) Work team.

Literature Review

The status of entrepreneurship in Palestine

Entrepreneurship in Palestine is pivoted mainly upon small and medium-sized projects. There are large differences between the Palestinian case and those of other countries, especially regional ones, as since 1967 until nowadays, the Palestinian economy has been subjected to coercive policies that have led to the disintegration of its various sectors. Therefore, entrepreneurship in Palestine is recent and received official attention only after the Palestinian National Authority started placing plans, issuing laws and legislations, building public institutions and developing the infrastructure [5]. Effects were shown clearly by the data provided by the Palestinian Central Bureau of Statistics which showed the rise of the number of operating buildings from 85,809 in 1997 to around 151,066 in 2012 [6].

However, Palestinian entrepreneurship still suffers from problems related to the legislative aspect such as the lack of or weakness of legislations related to entrepreneurship, the absence of some laws that entrepreneurship can be based on and the unsuitability of Palestinian financial laws for the ideas of funding small entrepreneurship projects [5]. Also, Palestinian school curriculums and educational methods are unsuitable for the idea of encouraging entrepreneurship, administrative procedures related to entrepreneurship are too complicated, there is a lack of serious direction towards entrepreneurship in the PA's budget and development plans; there is a lack of vocational and guidance towards entrepreneurship and there is also a lack of supportive services [7].

Surveys carried out among students of five Palestinian universities from various scientific and arts specializations showed that the percentage of students who had never heard of the concept of entrepreneurship was around 33% in most universities. Also, the percentage of students who did not desire to establish projects of their own exceeded 50% in most universities. Meanwhile, the percentage of students who were unaware of the importance of entrepreneurship economically and socially was about 50% [8].

Among the most important obstacles facing Palestinian entrepreneurship projects are the lack of implementation of modern administrative methods and the reliance of these methods on inherited family experiences and use of untrained and unqualified staff and old technologies. Other obstacles include entrepreneurship projects products facing severe competition from cheap foreign goods abundant in the market, poor infrastructure and inability to obtain raw materials, the inability to market products, inability to obtain required funding and poor political and economic conditions resulting in the absence of economic plans, and entrepreneurs' poor visions [5].

Characteristics of Palestinian entrepreneurs

A study conducted in 2013 by the Palestine Economic Policy Research Institute (MAS) [9] within the 2012 Palestine entrepreneurship observatory revealed that the number of jobs provided by entrepreneurship projects in the Palestinian territories was 849,000 new jobs at all levels. This can be added to 273,000 jobs for company owners. Most of these job opportunities were created through the owners of emerging projects, whereas, some entrepreneurs were forced to terminate their businesses leading to a loss of about 207,000 jobs from the job market.

The report indicated shrinking of the gap in levels of early-stage entrepreneurship activity between the West Bank and the Gaza

Strip in the year 2012. This was due to the increase of the rate of entrepreneurship in the Gaza Strip from 3% to 10%, whereas, the rate in the West Bank fell from 14% to 10%. Entrepreneurship projects in the Gaza Strip were driven by necessity. However, there is no doubt that the shortages of job opportunities in the Gaza Strip is largely attributed to the continuing siege, which makes it impossible to implement creative entrepreneurship ideas due to difficulties in importing raw materials.

Regarding the gender gap (the rate of entrepreneurship among females at an early age); it has increased in the Palestinian territories, especially in the Gaza Strip. Most of the improvement in the Gaza Strip was the result of the increase of entrepreneurship activity among males. However, early-stage entrepreneurship activity rates were close in the West Bank and Gaza Strip (10% in each) as females were usually forced to launch projects to overcome difficult conditions, especially since they usually faced difficulties in snatching work opportunities. Also, termination rates among females were less than those among males in the Palestinian territories as a whole.

Entrepreneurship activity increased in 2012 among younger age groups (18-24) and fell among the average age group (25-44). Meanwhile, most youth entrepreneurs resort to entrepreneurship out of necessity. The large majority of national experts believe that although elementary and secondary education in the Palestinian territories is available to all, government programs (including the education system) aiming at training and supporting the spirit of entrepreneurship among youth is largely ineffective.

Difficulties in obtaining funding and limited profits are the main reasons behind the termination of businesses. In this framework, programs helping potential entrepreneurs to study the feasibility of their various projects can help them acquire the necessary information both before and during their commercial activity. Also, the increase of existing financial resources can help promising companies to provide their establishment and operational capital [9].

"Mobaderoon" entrepreneurship program

"Mobaderoon" is a program that supports and develops entrepreneurs and people with ambitious, creative and pioneering ideas that can become income-generating projects. Mobaderoon provides financial, administrative and technical support to increase the opportunity of these projects' success and to help them become successful self-driven businesses that can be marketed both locally and regionally [10].

The program seeks to achieve a number of objectives as follows:

- i. Supporting entrepreneurship projects and following up their development.
- ii. Motivating youth on entrepreneurship through spreading the culture, concepts and various mechanisms of entrepreneurship.
- iii. Assisting youth entrepreneurs to develop their pioneering ideas and helping them transform them into viable income-generating development projects.
- iv. Opening new horizons for graduates of all specializations by creating job opportunities.

Study Methodology

Based on the nature of the study of identifying the "effective factors of successful selection of entrepreneurship projects within the Mobaderoon program" and based on the questions the study has

attempted to answer, the researcher used the descriptive analytical method during his study. Through this method, the researchers attempted to describe the study's phenomenon, analyze its data, identify the relationships between the elements and ideas suggested in it, and identify the procedures it includes and the effects it leaves behind.

The descriptive analytical method is defined as a method that describes the study's phenomenon quantitatively and qualitatively through collecting, categorizing, and analyzing data to reveal the relationships between its various dimensions so as to interpret it sufficiently and reach general conclusions that contribute to understanding the present and the reasons causing it [11].

The researcher used two main sources of information as follows:

- i. Secondary Sources: The researchers used secondary data sources to deal with the theoretical aspect of the study. These included related Arabic and foreign books and references, periodicals, articles, reports, previous studies dealing with the study subject and internet research.
- ii. Primary Sources: A specially designed questionnaire was used to deal with the analytical aspects of the study subject and was the main tool for the study.

Study population

The study population includes all of the elements of the phenomenon studied by the researchers. Based on the study problem and objectives, this targeted population consists of everyone with an idea and participating in the screening and selection processes of the first and second phases of the Mobaderoon entrepreneurship program. Their total number was 110 people (60 projects). The researcher used the comprehensive listing method for all contributors who were tested during the various screening and selection stages (initial screening-interviews- plan evaluation). 110 questionnaires were distributed among all of the study population individuals and 80 questionnaires were collected with a response rate of 72.7%.

Questionnaire validity

The validity of the questionnaire was verified through the two following methods:

Apparent validity “arbitrators’ validity”: The questionnaire was presented to a group of 8 arbitrators specialized in the field of management, statistics and entrepreneurship. The researcher responded to the arbitrators’ ideas and carried out necessary omissions and amendments in light of their provided suggestions.

Measurement validity: Internal Validity: The researcher measured the questionnaire's internal validity by calculating the coefficient of correlation between each of the questionnaire's fields' statements and the total degree of the field itself. This was applied to the survey sample consisting of 30 elements.

Structure Validity: the level of correlation of each of the study's fields to the total level of the questionnaire's statements. This was applied to the survey sample consisting of 30 elements.

Table 1 show that all of the coefficients of correlation in all of the questionnaire's fields were statistically significant at a significance level of $\alpha \leq 0.05$. Thus, all of the questionnaire fields were valid for what they were placed for.

Field	Pearson coefficient of correlation	Probability value (Sig.)
Originality of the idea	0.563	0.000*
Specialization (education)	0.686	0.000*
Gender	0.343	0.015*
Professional experience	0.521	0.000*
Ability to implement	0.404	0.005*
Feasibility study	0.722	0.000*
Marketing study	0.837	0.000*
Technical study	0.719	0.000*
Financial study	0.768	0.000*
Work team	0.524	0.000*
Factors affecting the choice of entrepreneurship projects	0.988	0.000*
Success of entrepreneurship choices	0.802	0.000*
*The correlation is statistically significant at a significance level of $\alpha \leq 0.05$.		

Table 1: Coefficient of correlation between the level of each of the questionnaire fields and the total level of the questionnaire.

Reliability

Questionnaire reliability means that the questionnaire gives the same results when applied a number of times consecutively. It also means the level to which the measurement gives close results each time it is used or its degree of consistency, conformity and continuity when used repeatedly at various times [12].

This as applied to the survey sample consisting of 30 elements.

The researcher verified the reliability of the study questionnaire through the Alpha Cronbach's Coefficient. The results were as shown in Table 2.

It can be revealed from the results shown in Table 2 that the value of the Alpha Cronbach's Coefficient is high for all fields and has a range of (0.587-0.940). It reached a value of (0.933) for all of the questionnaire's statements. Also, validity is high for all fields and has a range of (0.766-0.969) and reached (0.966) for all of the questionnaire's statements. This shows that reliability is high and statistically significant.

Therefore, the final version of the questionnaire is distributable and the researcher has verified its validity and reliability and can be assured that its results are fit for analysis, that it can answer the study questions and that its hypotheses can be tested.

Statistical methods used

The questionnaires were collected and analyzed using the Statistical Package for the Social Sciences (SPSS) statistical analysis program.

Normality distribution test

The Kolmogorov- Smirnov Test (K-S) was used to test whether the data followed normal distribution or not. The results were as follows:

It is clear from the results shown in Table 3 that the probability value (Sig.) of all study fields is larger than the significance level of 0.05. Therefore, the distribution of data for these fields is normal and scientific tests were used to answer the study hypotheses.

Hypotheses Testing

First main hypothesis

There is a statistically significant relationship at a level of ($\alpha \leq 0.05$) between the effective factors (Originality of the idea, specialization/

education, gender, professional experience, ability to implement, feasibility study, marketing study, technical study, financial study, work team) and the successful choice of entrepreneurship projects in the Mobaderoon program.

Table 4 shows that the coefficient of correlation is 0.836 and the probability value (sig.) is below the significance level of 0.05. This

Field	No. of statements	Alpha Cronbach's coefficient	Validity
Originality of the idea	7	0.777	0.881
Specialization (education)	5	0.723	0.850
Gender	6	0.732	0.855
Professional experience	6	0.742	0.861
Ability to implement	6	0.819	0.905
Feasibility study	6	0.940	0.969
Marketing study	5	0.828	0.910
Technical study	5	0.860	0.928
Financial study	6	0.816	0.903
Work team	6	0.587	0.766
Factors affecting the choice of entrepreneurship projects	58	0.918	0.958
Success of choice of entrepreneurship projects	10	0.823	0.907
All fields combined	68	0.933	0.966
*Validity=Positive square root of the Alpha Cronbach's coefficient.			

Table 2: Alpha Cronbach's coefficient to measure the questionnaire's reliability.

Field	Test value	Probability value (Sig.)
Originality of the idea	0.773	0.589
Specialization (education)	0.669	0.762
Gender	0.597	0.868
Professional experience	0.792	0.556
Ability to implement	0.694	0.721
Feasibility study	0.877	0.426
Marketing study	1.053	0.217
Technical study	0.812	0.525
Financial study	0.719	0.680
Work team	1.013	0.256
Factors affecting choice of entrepreneurship projects	0.492	0.969
Success of entrepreneurship projects choices	0.775	0.586
All questionnaire fields	0.454	0.986

Table 3: Results of the normality distribution test.

Hypothesis	Pearson correlation coefficient	Probability value (Sig.)
Relationship between the originality of the idea and the successful choice of entrepreneurship projects.	0.648	0.000 [*]
Relationship between specialization (education) and the successful choice of entrepreneurship projects.	0.396	0.000 [*]
Relationship between gender and the successful choice of entrepreneurship projects.	0.243	0.015 [*]
Relationship between professional experience and the successful choice of entrepreneurship projects.	0.588	0.000 [*]
Relationship between the ability to implement and the successful choice of entrepreneurship projects.	0.670	0.000 [*]
Relationship between feasibility study and the successful choice of entrepreneurship projects.	0.635	0.000 [*]
Relationship between marketing study and the successful choice of entrepreneurship projects.	0.754	0.000 [*]
Relationship between the technical study and the successful choice of entrepreneurship projects.	0.652	0.000 [*]
Relationship between the financial study and the successful choice of entrepreneurship projects.	0.715	0.000 [*]
Relationship between the work team and the successful choice of entrepreneurship projects.	0.744	0.000 [*]
The relationship between the effective factors in the choice of entrepreneurship projects and the successful choice of these projects within the Mobaderoon program.	0.836	0.000 [*]
*The correlation is statistically significant at a significance level of $\alpha \leq 0$.		

Table 4: Coefficient of correlation between the effective factors in choosing entrepreneurship projects and the successful choice of these projects.

indicates the presence of a statistically significant relationship between the effective factors when selecting entrepreneurship projects and the successful choice of these projects in the Mobaderoon program.

The researcher attributes this to the relationship between the independent variables and their ability of affecting the selection of entrepreneurship projects with differing relationship rates between each of them. The relationship seems strong for the (originality of the idea, feasibility study, marketing study, technical study, financial study, work team and professional experience) factors and less strong for the (specialization/education and gender) factors.

The results also showed a weak relationship between (specialization/education and gender) in the successful selection of entrepreneurship projects. Based on this, the researchers found that there was a relationship between a number of factors and the choice of entrepreneurship projects which forms a systematic process through which entrepreneurship projects can be evaluated in the aim of supporting, funding or incubating them etc. This can be carried out by applying a number of factors to the project and making a decision based on the factors that comply with the project.

Second main hypothesis

There is a statistically significant effect at a level of ($\alpha \leq 0.05$) for the effective factors (Originality of the idea, specialization/education, gender, professional experience, ability to implement, feasibility study, marketing study, technical study, financial study, work team) in the successful selection of entrepreneurship projects within the Mobaderoon program.

The following can be concluded from the results of the Stepwise Multiple Regression:

It was revealed that the variables affecting the subordinate variable "successful choice of entrepreneurship projects" are: marketing study, work team, financial study and originality of the idea. It was revealed that the remaining variables had a poor effect.

Coefficient of correlation=0.872 and the modified selection factor=0.748. This means that 74.8% of change in the "successful choice of entrepreneurship projects" (subordinate variable) was interpreted through a linear relationship. The remaining percentage (25.2%) could have resulted from other factors affecting the successful choice of entrepreneurship projects.

$$\text{Successful choice of entrepreneurship projects} = 0.648 + 0.233 \times$$

marketing study+0.367 × work team+0.231 × financial study+0.229 × originality of idea.

Through Table 5, it is clear that the level of importance of independent variables in the “successful choice of entrepreneurship projects” according to the T test values can be ordered as follows: work team, financial study, marketing study, and finally, the originality of the idea.

In light of the above, the following can be concluded:

An entrepreneur should acquire a number of important elements that would enable him to make best use of funding and incubation programs and would grant him the ability to own his own project in the future.

There are a number of important factors that affect the successful choice of entrepreneurship projects representing around 75% of the factors under study. These factors are as follows:

Work team: It includes the following criteria:

1. Sufficient experience in the accurate choice of team members.
2. The ability to attract other people, to encourage them to begin practicing entrepreneurship activities and to establish their own entrepreneurship projects.
3. The team members should consider themselves responsible before each other.
4. The team members should each have varying skills for the entrepreneurship project to succeed.
5. The team members should have similar ages.

Financial Study: It includes the following criteria:

1. The entrepreneurship project's profits and losses.
2. The precise period of time needed to recover the capital invested.
3. The project's financial resources needed before its implementation.
4. The financial estimates of the project's first years.
5. The ability to carry out an accurate financial study at the beginning of the project.

Marketing Study: It includes the following criteria:

1. The market's response to the idea of the entrepreneurship project.
2. The suitable price of the product/service.
3. How advertisement activities are carried out.
4. Accurate product distribution mechanism.

Originality of Idea: It includes the following criteria:

1. Acquiring of new and rare ideas.
2. Collecting and analyzing data about the idea through scientific methodology.
3. Meeting a need no other competitor has met.
4. Implementing the project in a novel way.
5. People of professional specializations have a larger ability to provide original entrepreneurship ideas than others.
6. Facing daily life problems and the ability to notice them.
7. The ability to turn an idea into successful goods and services.

Third main hypothesis

There are statistically significant differences at a level of ($\alpha \leq 0.05$) between the average opinions of respondents regarding the factors affecting the choice of entrepreneurship projects attributed to the following general information: (age, gender, academic qualification, number of years of experience in entrepreneurship, the position of the respondent until now in his existing company and the adoption of the respondent of the same idea he worked on during the Mobaderoon program).

The “T” test was applied to two independent samples to find out whether there were statistically significant differences. The “T” test is a parametric test fit for testing the means of two groups of data. The “mono contrast test” was also used to identify whether there were statistically significant differences. This test is a parametric test fit for comparing three or more means.

The following subordinate hypotheses were derived from this main hypothesis.

There are statistically significant differences at a level of ($\alpha \leq 0.05$) between the average opinions of respondents on the factors affecting the choice of entrepreneurship projects attributed to age.

The results shown in Table 6 reveal that the probability value (Sig.) for the “T test for two independent samples” exceeds the significance level of 0.05 for all fields and for the fields combined. Therefore, it can be concluded that there are no statistically significant differences between the means of the study sample's estimations regarding these fields and the fields combined that can be attributed to age.

The researcher attributes this to the similarity of the age of the study's target group as the group represents one age group. This reduces the presence of any differences within this group. This study agrees with a study conducted by Blanch, Flower and Oswald [13] studying the motives that drive a person to become an entrepreneur in that there is no relationship between personal factors such as age, important events in a person's life and a person's desire to become an entrepreneur. This study also agrees with the study conducted by

Independent variables	Regression coefficient	Testing value (T)	Probability value (Sig.)
Constant amount	0.648	1.099	0.275
Marketing Study	0.233	2.786	0.007
Work team	0.367	4.597	0.000
Financial Study	0.231	3.059	0.003
Originality of the Idea	0.229	2.555	0.013
Coefficient of Correlation=0.872		Modified Selection Coefficient=0.748	

Table 5: Analysis of multiple regression of regression coefficient.

Field	Means		Test value	Probability value (Sig.)
	26 years or less	27 years or more		
Originality of the idea	7.98	7.91	0.222	0.825
Specialization (education)	6.84	7.13	-0.706	0.482
Gender	6.27	6.42	-0.372	0.711
Professional experience	8.04	7.86	0.651	0.517
Ability to implement	8.56	8.77	-0.630	0.530
Feasibility study	6.41	6.57	-0.346	0.731
Marketing study	7.09	7.11	-0.052	0.959
Technical study	7.42	7.49	-0.187	0.852
Financial study	6.62	6.33	0.713	0.478
Work team	8.03	8.05	-0.061	0.952
Factors affecting the choice of entrepreneurship projects	7.35	7.38	-0.120	0.905
Success of entrepreneurship project choice	7.20	7.32	-0.320	0.750
All fields combined	7.33	7.37	-0.162	0.871

Table 6: Results of "t-test for two independent samples" - age.

the Palestine Economic Policy Research Institute (MAS) [9] which revealed a rise in entrepreneurship activity among the younger age group of (18-24).

There are statistically significant differences at a level of ($\alpha \leq 0.05$) between the means of respondents' opinions regarding the factors affecting the choice of entrepreneurship projects attributed to gender.

The following can be concluded from the results shown in Table 7. It was revealed that the probability value (Sig.) of the "T test for two independent samples" is lower than the significance level of 0.05 for the two fields "feasibility study and financial study". Therefore, it can be concluded that there are statistically significant differences between the average estimates of the study sample regarding these two fields attributed to gender in favor of females.

Regarding the remaining fields and the fields combined, it is clear that the probability value (Sig.) is larger than the significance level of 0.05. Therefore, it can be concluded that there are no statistically significant differences between the average estimates of the study sample on these fields and the fields combined that can be attributed to gender. This agrees with previous study [13].

There are statistically significant differences at a level of ($\alpha \leq 0.05$) between the average opinions of the respondents on the factors affecting the choice of entrepreneurship projects that can be attributed to academic qualification.

The following can be concluded from the results shown in Table 8: The probability value (Sig.) of the "Mono contrast test" is less than the significance level of 0.05 for the "professional experience" field. Therefore, it can be concluded that there are statistically significant differences between the average estimates of the study sample regarding this field that can be attributed to academic qualification in favor of those with post- graduate qualifications. This agrees with the study conducted by the Palestine Economic Policy Research Institute (MAS) [9] in that youth entrepreneurs rely on experience and personal relationships to develop their works, which provides a larger opportunity for post-graduates to gain experience in comparison to undergraduates.

Regarding the rest of the fields and the fields combined, it was revealed that the probability value (Sig.) was larger than the significance level of 0.05. Therefore, it can be concluded that there are no statistically significant differences between the average estimates of the study sample regarding these fields and all of the fields combined that can be attributed to academic qualification.

Field	Means		Test value	Probability Value (Sig.)
	Male	Female		
Originality of the idea	7.91	8.01	-0.331	0.741
Specialization (education)	6.89	7.24	-0.813	0.419
Gender	6.57	5.88	1.647	0.104
Professional experience	7.99	7.84	0.514	0.609
Ability to implement	8.70	8.61	0.262	0.794
Feasibility study	6.17	7.23	-2.255	*0.027
Marketing study	6.91	7.53	-1.514	0.134
Technical study	7.45	7.47	-0.062	0.951
Financial study	6.19	7.05	-2.076	*0.041
Work team	7.98	8.19	-0.572	0.569
Factors affecting the choice of entrepreneurship projects	7.30	7.52	-0.804	0.424
Success of choice of entrepreneurship projects	7.11	7.60	-1.296	0.199
All fields combined	7.27	7.53	-0.921	0.360

*The difference between the two means is statistically significant at a significance level of $\alpha \leq 0.05$.

Table 7: Results of "t-test for two independent samples"-gender.

There are statistically significant differences at a level of ($\alpha \leq 0.05$) between the averages of the respondents' opinions on the factors affecting the choice of entrepreneurship projects that can be attributed to the number of years of experience in entrepreneurship work.

The results shown in Table 9 reveal that the probability Value (Sig.) of the "mono contrast test" is larger than the significance level of 0.05 for all fields and all fields combined. Therefore, it can be concluded that there are no statistically significant differences between the average estimations of the study sample regarding these fields and the fields combined that can be attributed to the number of years of experience in entrepreneurship work.

The researcher attributes this to the size of entrepreneurship experience of the entire target group as the Mobaderoon program was the first entrepreneurship experience for the majority of participants.

There are statistically significant differences at a level of ($\alpha \leq 0.05$) between the mean opinions of respondents on the factors affecting the choice of entrepreneurship projects that can be attributed to the project's performance until now as an existing company.

The following can be concluded from the results shown in Table 10: the probability value (Sig.) of the "T-test for two independent samples" is less than the significance level of 0.05 for the fields: "ability to

Field	Means			Test Value	Probability Value (Sig.)
	Diploma	BA	Post- graduate		
Originality of the idea	7.86	7.91	8.25	0.306	0.737
Specialization (education)	6.58	7.05	7.00	0.253	0.777
Gender	6.31	6.30	6.78	0.290	0.749
Professional experience	7.17	7.95	8.61	3.174	*0.047
Ability to implement	7.92	8.71	9.07	1.566	0.215
Feasibility study	7.08	6.29	7.46	1.782	0.175
Marketing study	7.15	6.94	8.20	2.197	0.118
Technical study	7.55	7.30	8.47	2.052	0.135
Financial study	6.69	6.27	7.57	2.307	0.106
Work team	7.44	8.04	8.63	1.354	0.264
Factors affecting the choice of projects.	7.19	7.30	8.02	1.695	0.190
Success of choice of entrepreneurship projects	7.20	7.14	8.19	1.808	0.171
All fields combined	7.19	7.27	8.04	1.802	0.172

*The difference between the means is statistically significant at a significance level of $\alpha \leq 0.05$.

Table 8: Results of the "mono contrast test" - academic qualification.

Field	Means			Test Value	Probability Value (Sig.)
	1 year	2-3 years	>3 years		
Originality of the idea	7.80	8.07	7.83	0.406	0.668
Specialization (education)	7.18	6.91	7.02	0.129	0.879
Gender	6.58	6.08	6.65	0.956	0.389
Professional experience	8.18	7.91	7.84	0.414	0.663
Ability to implement	8.47	8.62	8.91	0.536	0.587
Feasibility study	6.70	6.72	5.99	1.098	0.339
Marketing study	7.06	7.28	6.84	0.476	0.623
Technical study	7.34	7.58	7.33	0.213	0.808
Financial study	5.82	6.89	6.21	2.651	0.077
Work team	7.90	8.07	8.10	0.098	0.906
Factors affecting the choice of entrepreneurship projects	7.32	7.43	7.29	0.128	0.880
Success of choice of entrepreneurship projects	6.71	7.44	7.37	1.377	0.259
All fields combined	7.23	7.43	7.30	0.205	0.815

Table 9: Results of the "mono contrast test" - number of years of experience in entrepreneurship work.

Field	Means		Test Value	Probability Value (Sig.)
	Yes	No		
Originality of the idea	8.13	7.74	1.385	0.170
Specialization (education)	6.79	7.23	-1.110	0.271
Gender	6.32	6.39	-0.172	0.864
Professional experience	8.18	7.69	1.837	0.070
Ability to implement	8.99	8.34	2.107	0.038*
Feasibility study	6.50	6.50	-0.009	0.993
Marketing study	7.29	6.90	1.002	0.319
Technical study	7.71	7.18	1.443	0.153
Financial study	6.73	6.18	1.425	0.158
Work team	8.43	7.63	2.469	0.016*
Factors affecting the choice of entrepreneurship projects	7.53	7.19	1.333	0.187
Successful choice of entrepreneurship projects	7.74	6.76	2.922	0.005*
All fields combined	7.56	7.13	1.667	0.100

*The difference between the two means is significantly significant at a significance level of $\alpha \leq 0.05$.

Table 10: Results of "t-test for two independent samples" - the work of the project until now as an existing company.

implement, work team and the successful choice of entrepreneurship projects". Therefore, it can be concluded that there are statistically significant differences between the average estimations of the study sample regarding these fields that can be attributed to the work of the project until now as an existing company in favor of those working in the project until now in its capacity as an existing company.

Regarding the remaining fields and the fields combined, it is clear that the probability value (Sig.) is larger than the significance level of 0.05. Therefore, it can be concluded that there are no statistically significant differences between the average estimations of the study sample regarding these fields and the fields combined that can be attributed to the work of the project until now as an existing company.

There are statistically significant differences at a level of ($\alpha \leq 0.05$) between the averages of respondents' opinions on the factors affecting the choice of entrepreneurship projects that can be attributed to the reliance of the respondent on the same idea he worked on at Mobaderoon.

From the results shown in Table 11 it can be revealed that the probability value (Sig.) for the "T- test for two independent samples" is larger than the significance level of 0.05 for the fields and all fields combined. Therefore, it can be concluded that there are no statistically significant differences between the average estimations of the study sample regarding these fields and the fields combined that can be attributed to the respondent's reliance on the same idea he worked on at Mobaderoon.

The researcher attributes this to the entrepreneur's view of the project, whether it is built on the same Mobaderoon idea or not. This is because the entrepreneurship project is not limited to the idea or project; he works on to ensure its continuity. Also, directing the question to categories that remain to be successful and operating at the time of conducting the study provides an indication that the respondents who answered the question share the same characteristics and visions towards entrepreneurship work.

Study Findings and Conclusion

After analyzing the study's various statements and hypotheses obtained from the members of the study population, the following findings were concluded:

1. There is a relationship between the following effective factors: (originality of the idea, specialization/education, gender, professional experience, ability to implement, feasibility study, marketing study, technical study, financial study, work team) regarding successful choice of the project in the Mobaderoon program.
2. 51.3% of incubated projects within the two phases of the Mobaderoon program are currently working as existing companies. 48.8% provided answers contrary to this. These results came after three years since the completion of the first phase and two years since the completion of the second phase. The results also showed that the percentage of projects which continued to work on the same idea they were accepted for

in the Mobaderoon program was 75.6%, whereas, 24.4% of currently existing projects answered otherwise.

3. The following factors had an effect on the successful choice of these projects within the Mobaderoon program at various levels: (originality of the idea, specialization/education, gender, professional experience, ability to implement, feasibility study, marketing study, technical study, financial study, work team).
4. The factors affecting the choice of entrepreneurship projects according to their importance to this choice are as follows: work team, financial study, marketing study and finally, the originality of the idea. These factors represent 75% of effective factors, whereas, the remaining factors as well as other factors contribute to 25%.
5. There is a difference between the opinions of males and females about the roles played by "the feasibility study and financial study" in the successful choice of entrepreneurship projects in favor of females.
6. The connection between "the closeness of age among the team members" and the "disintegration of the work team" is weak regarding the successful choice of entrepreneurship projects within work teams.
7. There is a low rate for considering people of professional specializations who more able to provide original entrepreneurship ideas than others. There is a low rate for considering people who are exposed to daily life problems and they are more able to provide entrepreneurship ideas.
8. The results also revealed a low rate of people with post-graduate certificates approaching entrepreneurship work due to the higher possibility of them gaining jobs compared to others.
9. There is an average agreement of the study sample individuals to females facing larger difficulties in gaining entrepreneurship work opportunities than males. Males bear the hardships of entrepreneurship work more than females.
10. There is an average agreement to considering professional education as an alternative to acquired experience in the entrepreneurship projects.
11. The results revealed an average agreement of individuals' tendencies to establish projects related to sectors in which they have previous experience, considering professional education as an alternative to experience in an entrepreneurship project and also considering practical experience as an alternative to academic study in the field of entrepreneurship.
12. The study revealed that there are no differences between the average opinions of the respondents on the factors affecting the successful choice of entrepreneurship projects that can be attributed to (gender- age- number of experience in entrepreneurship work- the work of the project as an existing company two years after the end of the incubation or the reliance of the respondent on the same idea that he worked on during the beginning of his entrepreneurship project).

Field	Means		Test Value	Probability Value (Sig.)
	Yes	No		
Originality of the idea	8.13	8.13	0.016	0.987
Specialization (education)	6.77	6.84	-0.116	0.908
Gender	6.18	6.75	-0.939	0.354
Professional experience	8.25	7.97	1.017	0.315
Ability to implement	8.99	9.00	-0.042	0.967
Feasibility study	6.56	6.30	0.373	0.711
Marketing study	7.41	6.92	0.906	0.371
Technical study	7.68	7.82	-0.265	0.793
Financial study	6.89	6.23	1.274	0.210
Work team	8.49	8.25	0.682	0.499
Factors affecting the choice of project	7.56	7.44	0.423	0.675
Successful choice of entrepreneurship projects	7.84	7.43	1.040	0.305
All fields combined	7.60	7.44	0.582	0.564

Table 11: Results of "t-test for two independent samples" - reliance of the respondent on the same idea he worked on in Mobaderoon.

Study Recommendations

In light of the study findings, previous studies and the chapters and topics related to the study, the researcher recommends the following:

Regarding the importance of the presence of accurate criteria for choosing entrepreneurship projects

It is important to have determined, well-known and measurable criteria for the success of entrepreneurship projects and to make best use of financial and human resources paid for these projects by incubators. Also, opportunities should be provided to entrepreneurs who are in greater need of incubation to benefit from the incubation projects and programs and from funding opportunities.

The Factors affecting the choice of entrepreneur projects

The following factors should be taken into consideration when choosing entrepreneurship projects:

Marketing study: According to the following criteria: (the response of the market to the entrepreneur project's idea, the appropriate cost of the product/service, how the advertisement activity is carried out and the product's distribution mechanism).

Work team: According to the following criteria: (sufficient experience in choosing the team members, the ability to attract other people and encourage them to begin practicing entrepreneurship activities, the responsibility of the team members towards each other, the varying skills of the team members and the closeness in age of the team members).

Financial study: According to the following criteria: (the amounts of profit and loss, the period of time needed to recover the invested capital, the project's financial resources needed before the beginning of implementation, the financial estimates of the project's initial years and the ability to conduct an accurate financial study at the start of the project).

The originality of the idea: According to the following criteria (Acquiring novel and rare ideas, collecting and analyzing data about the idea according to a scientific methodology, meeting a need no other competitor has met, implementing the project in a new way, the ability to notice daily faced problems and the ability to transform the idea into successful goods and services).

The following factors should not be taken into consideration when choosing entrepreneurship projects: (age, gender, scientific qualification and number of years in entrepreneurship work).

Recommendations for incubators

1. More research and study should be carried out to establish a full system able to provide required information to parties responsible for managing incubators. This system should be suitable for the conditions in Palestine.
2. Social and cultural policies should be adopted aiming at enhancing the full benefit from incubators and various entrepreneurship projects.

3. Activating the role of incubators not only to fund entrepreneurship projects but also to study and determine the best ways to make these projects succeed and enter the work market.

Suggested Studies

In light of the study and its findings, the researcher suggests the following future studies:

1. The effectiveness of entrepreneurship project choice in Palestinian economic development.
2. The effect of successful choice of entrepreneurship projects on the success of these projects and their transformation into successful companies.
3. The level of success of various incubators in the Gaza Strip in choosing suitable entrepreneurship projects.

References

1. Ali WH, Hameed MM, Battal AH (2011) The role of private banks in financing small and medium enterprises in Iraq. *Al-Anbar University J Economic Administration Sciences* 4(7): 44-69.
2. Palestinian Business Forum (2014) Small and medium enterprises in Palestine.
3. Taha A (2018) The impact of mobaderoon projects on the entrepreneurship ecosystem in the Gaza Strip-Learned lessons and proposed methodology. *Business and Technology Incubator-BTI*. Gaza, Palestine.
4. Palestinian Central Bureau of Statistics (2018) The situation of the youth in the Palestinian society.
5. Raslan M, Nasr A (2011) The reality of small and medium-sized entrepreneurship and its enhancement on the Palestinian economy. *J Al-Quds Open University Res Studies* 2(23): 43-82.
6. Palestinian Central Bureau of Statistics (2015) Palestine in Figures 2014.
7. Barghouthi B (2009) Legislative policies and the extent of encouraging the concept of entrepreneurship in Palestine. Paper presented at the first entrepreneurship conference in Palestine, Ramallah-Palestine.
8. Shariah M (2009) Entrepreneurship in the Palestinian higher education system. Paper presented at the entrepreneurship conference in Palestine, Ramallah, Palestine.
9. Dauod Y, Sadeq T, Hittawi M, Ghazawneh H (2013) The Global Entrepreneurship Monitor (GEM). *Palestine Country Report* 2012.
10. Mobaderoon Program (2015) Mobaderoon.
11. Al-Assaf SH (2006) Behavioral science-Introduction to research (4th edn), Riyadh: Obeikan.
12. Al-Jerjawi Z (2010) Methodological rules for building the questionnaire (2nd edn), Palestine: Al-Jarrah Press.
13. AlAni MS, Jawad SN, Ershid HA, Hijazi HA (2010) Small business management-Pioneering technology perspective (1st edn), Vol. 1. Jordan: Dar Alsafa for Publishing and Distribution.