



## Exploring The Entrepreneurs Effect on Local Community to Facilitate Innovation: Evidence from GCC

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### Abstract

This study aims to identify the entrepreneurs' views regarding startups as they have pioneering experiences in business. Also, review some experiences in entrepreneurship and acquire their feedback regarding challenges and opportunities in this respect. They were determining the visions of the target sample about the roles that entrepreneurship can play in bringing innovation to the GCC communities in particular. The study used the qualitative case study research method. The cases studied were various social entrepreneurs and their projects in their given environments in different Gulf counties. This study uses in-depth, open-ended interviews to collect the data. The findings revealed a significant entrepreneurial activity and contribution to progress innovation in their communities in terms of frequency, degree, and intensity of entrepreneurship. The results also approve the existence of an "entrepreneurial vehicle." that led to meaningful breakthrough ideas in their societies. The study recommended facing the challenges of entrepreneurship by developing multiple options for policies to support the digital transformation of business models. Also, developing guidelines for digital infrastructure and innovation based on information and communication technology, and finding ways to spread the culture of using digital technologies in society. Both the explanation and the analysis have practical implications for people interested in entrepreneurship and the circumstances for initiatives of all kinds and entire development.

**Keywords:** Entrepreneurship; Community; Innovation; Qualitative study; GCC

### Introduction

Entrepreneurship is an important topic presently due to the acceleration of rates of change in the business environment and the intensification of competition among organizations. It is one of the options that include the multiplying processes. Entrepreneurship is the ability to develop, organize, and manage a small business, considering the risks that may occur, such as lack of funding, bad business decisions, economic crises, and lack of market demand, to make a profit. In short, entrepreneurship is how it is organized your business, the risks you encounter, and the profits and losses you generate (Aldulaimi and Abdeldayem, 2018). Despite this large critical entrepreneurship and broad impact in individuals and various social environments, societies continue to suffer from weak demand for these creative ideas, those unsafe standards results,

and general search for the physical and psychological stability in traditional jobs to avoid the risks involved entrepreneurship.

Entrepreneurship has gained various meanings of the concept because of their vulnerability schools based on the theories to make the goals of innovation, creativity, and profit. Which formed part of the production elements, encompassing all of the production process elements that seek to perpetuate the various facilities implement their activities through access on the appropriate support to contribute to the promotion of the development of the national economy. (Aldulaimi and Abdeldayem, 2020).

The Entrepreneurship and Development Institute (GEDI) revealed in its annual report, which specialized in measuring entrepreneurship, that the activity rate of the global business sector reached 52% in 2016, which translates into many opportunities. Entrepreneurship is a significant driver of economic growth in any country in light of the spread of unemployment rates worldwide and the worsening of the legal and illegal immigration crisis. Entrepreneurship began to dominate the minds of young people in the third millennium, which prompted many of them to initiate and implement creative and innovative ideas on the ground, whether at the individual or collective level. Entrepreneurial ventures generate new wealth. New and improved offerings, products, and technologies enable entrepreneurs to develop new markets and create new wealth. In addition, the cumulative effect of increased employment and increased profits contributes to improving national income in the form of higher tax revenues and higher government spending, which enables the government to use these revenues to invest in other troubled sectors. According to the global entrepreneurship monitor GEM- NECI, the UAE ranked first regionally and fourth globally in the Global Entrepreneurship Index 2020, ahead of the fifth place in the 2019 report's classification, surpassing many major global economies. Within the overall ranking of the index, such as the United States of America, Canada, the United Kingdom, Australia, many European Union countries, China, Japan, and South Korea.

The importance of the study of lies in the importance of entrepreneurship and its role in creating jobs to solve unemployment problems pervasive among young people, through the establishment of investment projects individually or collectively, in order to make profits, as lies in providing the proposals and recommendations which can contribute to the development and growth of business organizations and sustainability under Fierce competition in the open markets in the third millennium. (Aldulaimi and Abdeldayem, 2021)

The importance of the study to highlight the role of entrepreneurship for decision makers those standards are important topics in light of the continuous technological progress, where it became the global environment for business more competitive produced many challenges, which require awareness of the approach of the regulator by the governing bodies in economic institutions.

The main question of this study is:

What is the Entrepreneurs Effect on the local community to facilitate innovation: in the GCC.

Thus this study has diverse objectives such as:

- 1- Identifying the entrepreneur's view regarding startups as they have pioneering experiences in business.
- 2- To review some experiences in entrepreneurship and their feedback regarding challenges and opportunities.
- 3- To determine the target sample's visions about the roles that entrepreneurship can play in bringing innovation to innovation to GCC communities in particular.

## Literature Review

Distinguishing the entrepreneur from the professional manager is that the former either invest their own resources or collect capital from external sources, thus bearing full responsibility in the event of failure and reaps the rewards in the event of success. In contrast, the professional manager does the work for cash and bears no responsibility for oversight and success, so we can say that the entrepreneur is a risk-taker while the professional manager is simply the implementer. According to Oxford Dictionary, “An entrepreneur is someone “who sets up a business or businesses, taking on financial risks in the hope of profit”. Drucker says “Entrepreneurship is "risky" mainly because so few of the so-called entrepreneurs know what they are doing.” He further proposed that ‘entrepreneurship’ is a practice. According to Onuoha (2007), entrepreneurship is “the practice of starting new organizations or revitalizing mature organizations, particularly new businesses generally in response to identified opportunities.”

Entrepreneurs are regularly seen as a key leading role in creative destruction that can boom modern market economies. Yet entrepreneurship is a risky business (Decker et al. 2014, Kerr et al. 2014), where many new firms exits quickly. Only a tiny fraction of young firms exhibit very high growth (Haltiwanger et al. 2017). Accordingly, government policies often promote new firms they see as winners to create jobs and promote a more robust and more competitive economy, but not always with success (Lerner 2012; Howell 2017). Private investors fight to identify new ventures that are worth support, and considerations of both the idea (the “horse”) and founder traits (the “jockey”) bear on their investment choices.

As for (Ferreira, 2002), imitates that “the lack of pioneering work is done by a strategic framework, as the organization simultaneously focuses on finding opportunities in the external environment through innovation.” And then (Parker, 2009:2) “there are opportunities to create new opportunities within an organized project.” and creating economic value.” In what God (Hughes & Mathew, 2010) dealt with as “a set of actions to distinguish entrepreneurship in terms of focusing on opportunities and their interaction primarily with actions of a strategic nature, which is the creation of competitive advantage.” they showed that it is “resources and processes for discovering and evaluating investment opportunities and a group of individuals who discover, evaluate and invest in those opportunities.” As for (Chang & et al., 2013), they made it clear that strategic business entrepreneurship is “the strategic perspective of entrepreneurial activities and it is also a strategic activity.” It is “the integration of the entrepreneurial perspective through the search for opportunity and the strategic perspective, that is, the search for competitive advantage” (Aldulaimi and Abdeldayem, 2018).

Research on entrepreneurship often emphasizes the role of accumulating resources over the life-cycle. Theories of entrepreneurship usually take human-capital orientations and regularly emphasize education and experience dimensions (e.g. Lazear 2004, 2005; Amaral et al. 2011). Entrepreneurship contributes to the development of ideas within the company, which leads to improving organizational profitability, enhancing the competitive position, and the strategic resumption of existing business. Companies innovations from the product, process to technology and management, while risk drives large companies to enhance their overall competitiveness in the market by assuming greater risks; Such as redefining the company's business idea, reorganizing within it, and introducing changes at the company's system-level (Ryan May 2019).

Indication from Jones and Weinberg (2011) specifies that scientific fields with deeper knowledge accumulation see innovative and scientific breakthroughs coming from people at greater ages and after more extended educational periods. If technical innovations in deep areas of knowledge are necessary to a high tech venture, then young entrepreneurs might be at a disadvantage. Available empirical evidence suggests that the probability of engaging in general forms of entrepreneurship (i.e., including restaurants, dry cleaners, retail shops, etc.). However, there is little evidence as to whether this

relationship holds for successful entrepreneurs and whether the age distribution differs for high-tech or high-growth firms, or more generally firms with high growth potential, and the limited existing empirical evidence is contradictory. (Abdeldayem and Aldulaimi, 2018).

## **Methodology**

As this study on social entrepreneurship is exploratory, the method chosen to perform this research was the qualitative case study research method. The cases studied were various social entrepreneurs and their projects in their given environments in GCC (Abdeldayem and Aldulaimi, 2019). To collect the data, this study uses in-depth, open-ended interviews: direct quotations from people about their experiences, opinions, feelings, and knowledge (Patton (1990:10). Yin (2003) suggests “three conditions that are considered in selecting the research method, namely (1) the type of research question, (2) the control an investigator has over actual behavioral events, and (3) the focus on contemporary as opposed to historical phenomena”.

## **Vision of Entrepreneurs**

### ***Entrepreneur 1***

Born in Lebanon and raised in Dubai, he is one of the most successful entrepreneurs the Middle East offers. Traveling abroad to earn his degree from the North-Eastern University in Boston, he got his bachelor's degree specializing in Electrical and Computer Engineering and subsequently earning his Masters by specializing in Digital Communications. After earning his degree, he found a job at the Boston Engineering Corporation, and after a brief stint, He then had a job at the Electronic Data Systems company based In Texas as a consultant in the technology and business sector (Pawar, 2018). He then joined Jordanian Maktoob, the only, Arabic-based web service that had email, Expanding into an Arabic instant messaging service when Yahoo acquired it in 2009 (Kincaid, 2009). Given that his father was a trader, he was inspired by his father's profession to choose Souq as his business website Name. As Ronaldo gained experience in Maktoob, He noticed that the majority of users in the Middle East are starting to adapt to the internet-based services. It was then that he noticed a huge market gap in terms of E-Commerce (Pawar, 2018). Founding Souq in 2006 in the United Arab Emirates, it began as an auctioneering company, which later evolved into a marketplace for retail, automobiles, and real estate that rose to fame significantly since the technology was constantly changing at that time, and the age of smartphones came into play (Pawar, 2018). Paving the way for Ronaldo to continue to adapt to changes and trends to make Souq.com the most popular E-Commerce website in the Middle East.

An E-commerce based platform targeted towards the Middle Eastern Market as it was an untapped Market at the Time, with a huge growth of Internet Users in the Middle East, whether it was Businesses, Students, Or Youth (Attwood, 2014). Creating a user-friendly and reliable website using the finest tech available, procuring the most suitable employees to help the website function and assist with any issue rapidly, building a technical support headquarter with a research and development office in order to continue improving the website and keeping up to date with technological advances, and finally to build a big enough warehouse in order to store all the items being sold (Attwood, 2014). Founded as an auctioneering website, turned into automobiles and real estate, given that the market was continuing to adapt, Souq furthermore transitioned to sell electronics and subsequently become a hub for fashion since the trends are always adapting (Attwood, 2014). Ronaldo is a very passionate man, who is looking to better his business and provide a better platform for the People of the Middle East to transition from the traditional brick and mortar way of conducting business to a more advanced way that is effortless. However, it has its own disadvantages, it is more suited for users and businesses that have to continue to adapt with the times and technology in order to achieve sustainability, as is the case with Souq. As mentioned above, Souq has continuously adapted to

market demands under the guidance of Ronaldo, global and regional Market research and global trends need to be analyzed as it can impact specific markets that may be somewhat lacking behind, Being able to take action as soon as possible is one major strength of Ronaldo. Being that Souq was the first e-commerce based website in the Middle East, It has attracted customers from different nations. With excellent service, Souq has also achieved customer loyalty, even though nowadays, more and more services are being offered, including the Giant Amazon, Souq has still managed to retain their customer base and continue to grow, which forced Amazon to purchase Souq in order to share the customer base and allow Souq to integrate more products and services into their business in order to remain the true powerhouse of e-commerce in the Middle East (Russell, 2017).

### ***Entrepreneur 2***

An entrepreneur is a person who starts a business or several businesses to make a profit by taking financial risks. OK was born in the year 1968 in the Kingdom of Bahrain with an average family. He stated his education in the University of Bahrain with the major of accounting where he got his Bachelor's Degree, and continued studying later in California to get his CPA or Certified Professional Accountant. His first job while at GPIC and he worked there as a treasurer. When OK was young he was always thinking of being a businessman. He wanted to be a specialist in real estates. When OK was 19 he tried to buy his first land. So when he went to the bank to ask for a loan they refused because he was under the legal age of 21. So he told his father to get a loan and return it for him by time to buy the land at the moment. So when he got the land by time, OK gave back his father the loan by his job salary in GPIC.

OK main goal was how to make profit with the business that he is willing to do. So he founded out that most of people want to buy lands, homes, or event apartments. They either wanted to buy or rent. Many people wanted to rent because, as we know the Bahraini salaries are not that high so not anyone will buy. He thought about this business because there is a huge demand to buy land or homes or even apartments. To get a successful business, we should look for what your customers demand and believe that time the most demand were to buy houses, lands, or even apartments. He started to be a brokerage for some companies just like Premier, KFH, etc. For example, if one of the companies is searching for a specific land, OK will bring the suitable land for them and he will get a commission price from the buyer and the seller, which is 1 percent each. He did this because many real estates started to be settled in Bahrain and as I said before, his main goal is to make a profit and anyone who has a primary goal to make a profit by his business can be called an entrepreneur. Instead of depending on just real estate, he became a brokerage so he does not lose and continues making profit and the main thing to be a brokerage to these companies is by letting them trust you, which will take a while to gain their trust.

### ***Entrepreneur 3***

ND is the founder of a popular perfume brand and retail group which gained a remarkable reputation in the whole gulf over the years. He decided to expand his family business and took his "made in Bahrain" brand into the regional brand. After completing his graduation in 1991 from Bahrain School, he moved to America for further study and started his career at one of the Big 5 auditing companies KPMG. ND was responsible for meeting his formal business requirements and bringing remarkable and long-lasting business innovations. Perfuming was a family business and ND had planning to take the same business but on more liberal and innovative lines. This new idea and product lines brought many positive changes in his inherited businesses. Conceptual innovation involves every stage, from product idea to product development. It creates opportunities and critical thinking in survival and economic growth. The entrepreneurs who are more robust in conceptual and practical phases of innovations set their businesses in different paradigms to find new and innovative opportunities and apply the best methods to solve current problems. Once ND said, after an extended stay in States, when he came back to Bahrain, he got the new and innovative idea of perfumes and smelled by mixing traditional and local "oud" with French perfumes. He found that Bahrain market was very fertile in blend of fragrances. Now the practical phase started when he started mixing traditional and non-traditional fragrances. ND

motivated. He puts long hours to get his venture off of the ground and pursue his dreams. For example he came from States with believe of motivation and innovation. He made his dream true with blend of traditional and non-traditional perfumes. Another characteristics is his passion. He tends to be more driven with a passion of offering and desire to make difference. This drive or passion also helps him to sustain in the period where discouragement might otherwise manifest himself. Like every successful entrepreneur, he also has vision of his business to what he wants to achieve and how to accomplish his objectives. Because of his clear vision, he has taken his business to a stage where his business is a symbol of success.

#### ***Entrepreneur 4***

Saeqy is a transportation business providing taxi-like services for the general public through an application using internet in Saudi Arabia. Abdulla is the founder of this company and has had worked in many companies including in Mercedes as a consultant of software project, SAP AG, SABIC, Pepsi in USA, Vodafone in Malaysia etc. As suggested by (Stephens, M., 2019) Abdulla started up a company and offering the first address solution in the cloud simply because in middle east directions are usually based on landmarks rather than street name which solved the problem for delivery companies by having exact geographic coordinates. Soon after the international recognition gained who just had recently started a vehicle for hire Car Company known as Saeqy quickly became interested in the ideology of the world addressing designed by Abdulla eventually buying the company and introducing Abdulla as a senior board member and co-founder.

The characteristics of an entrepreneur include some virtues absolute must for having an entrepreneur mindset which has been displayed in superlative degree throughout his career by the Saudi born entrepreneur. First and foremost, the prime characteristic showcased by Abdulla was a vision. He recognized the problem and suffered from getting the exact coordinates or location for the delivery companies and initiated the problem-solving area through the cloud idea. Mentioned that the vision widened as soon as benefitted from Abdulla's skills and due to all the hard work the company is hailed as the best taxi service in MENA region. Another great character shown by Abdulla was hard work and complete knowledge of his profession as a software engineer that helped him design his software that used cloud saved geographical coordinates. Passion is another main characteristic of an entrepreneur simply because passion drives the entrepreneur. They love what they do, which becomes a reason for them not to lose hope and invest their maximum time in their work. "Entrepreneurs are dreamers with a plan in place, they tend to see the positive side of the situation and try to move forward and genuinely creativity is supported by optimism hence entrepreneurs try to develop new ideas for their products or services which spikes their chances of success in the modern world as seen when a software was created for Saeqy to efficiently pick up the customers in the area to save time and fuel. The Saudi entrepreneur N, who achieved many achievements that deserve our respect and appreciation, always remember her as an example for a role model.

#### ***Entrepreneur 5***

The Saudi businessman, NK, was distinguished by his skill and ability to manage well and his ambition, knowledge, and knowledge, which opened up many horizons and perceptions for him. NK was able to write a success story, take many positions and join many successful projects. NK was born on June 4, 1970 AD. NK was born in Makkah Al-Mukarramah in Saudi Arabia and grew up there until he decided to study architecture and obtained a bachelor's degree in the College of Engineering at Umm Al-Qura University, and then joined the University of Colorado in 1997 AD, to study NK master's degree in the United States He completes his education, attends a doctorate, and begins the path of excellence and success at Harvard University, where he has a doctorate and extensive study in the field of engineering and obtains many scientific and administrative degrees. The great Saudi businessman was not satisfied with writing a success story at the managerial, scientific and entrepreneurial levels. Still, his success extended to the technical field, as he did not forget that he was a graduate of the College of Engineering and NK founded not a few technology companies.

He established the Design and Geographical Information Systems Company, the Digital Perspective Company, the Smart Development Company for Real Estate Development, the Facilities Management Systems Company, the Digital Arts Technologies Company, and the Digital Models Company. All of them are companies that have provided high-level technical services and are among the achievements of NK, a pioneering entrepreneur in many fields.

### **Entrepreneur's Effect on the Community**

The crucial role that entrepreneurs have played in the development of Western countries has made people in underdeveloped countries more aware of the importance of entrepreneurship for economic development. Now, people are beginning to realize that to achieve economic development, it is necessary to increase entrepreneurship both qualitatively and quantitatively in the country. They are only energetic and enthusiastic entrepreneurs who fully explore the potential of the resources available to the country. Membership in a community involves an investment with both emotional and physical returns. Collective commitment arises when individuals attain a sense of recognition or acceptance due to being members—the need to look at interactions between communities and entrepreneurs. Exploring as Drakopoulou Dodd and Hynes propose, “The weft and weave of local entrepreneurship capital generate the inter-linked structures, cultures, resource matrix and learning systems” (2012; 744).

To some researchers, the conjunction “social” and “entrepreneurship” is an anomaly, as they question the very idea of applying entrepreneurial discourses to social phenomena. The entrepreneurship concept means an implicit market analogy, (Parkinson and Howorth 2008).

In 2012, OK had founded an association which he called it Ebtikar Association. This association helps the young people by developing things that come in their mind. For example, if someone is willing to make a flying car and knows the exact way to do it but does not have enough money to work on this project, Ebtikar will be able to pay instead of him can work on his flying car. As we know, there are many genius young teens in our region, but they do not have enough money to work on their technologies; with this association, they will be able to make their technology without paying. This made all teenagers keep hope while gaining knowledge because they know that their idea will reach somewhere in time, which will also help them with their personality while studying and gaining knowledge. Many people thought of OK as their role model rather than just a normal person because when he works, he works as a leader than like a manager. The difference between a leader and a manager is a manager gives commands to the employees to do while a leader works with his employees while giving them so commands so they can achieve their goal rather than just sitting down and giving them commands to do. By being a leader rather than a manager, your employees will be motivated because they will see that you are not just observing you are working with them rather than just attending or looking. Since R is a self-made entrepreneur, His success is all due to his hard work, Vision, and Passion. Ronaldo's Impact on the community was creating 3000 jobs while also offering entrepreneurs and businesses that are national, local, And international a platform to showcase their products and be able to reach customers that may not have the capabilities or access to different countries in the region (Thomas, 2021). Unfortunately, the Beirut Blast was an unexpected disaster that caused a humanitarian crisis; Souq started a charity initiative to help Lebanese people that were Hurt, Displaced, and provide the Hospitals with funding and equipment in order to take care of the mass amount of injured innocents.

Now “ND is a well-known brand not only in Bahrain but also in the whole Middle East. It has many of branches in GCC countries like Bahrain, UAE, Oman, KSA. Depending on the volume of business and branches, dozens of employees work in different categories and departments. Only in Bahrain, there are more than 28 outlets in almost all prime areas of Bahrain. In KSA it has more than 25 branches, in Qatar and Oman, more than 5 in each country and even in UAE and Pakistan, it has different outlets. Because of his leadership style and

charismatic personality, ND is very well known in the young community and now they consider ND a role model in the business community. Infact ND has done his business for all types of people, gender, age and community. In his outlets, perfumes all available for everyone from minimum price to maximum price without compromising quality and smell. Fragrances are general and custom based; like prepared for VIPs, corporations, weddings, parties, conferences, and even homemakers. As ND has thrown leadership impression on everywhere, he encourages all those who order for the custom-based fragrance to be involved in all areas from bottle design, printing, boxes and the fragrance itself. Recently it has launched two new perfumes for the Eid holidays:- “Nasir” perfume for men and “Lamees” for women. Two perfumes have been launched; “Nedal” for men and “Elisabeth” for women. All these new products are established under the slogan of “proudly made in Kingdom of Bahrain.

There has been an immense impact on the local and foreign community in many ways since Saeqty caught the public eye and has been hailed as one of the best car services. If we look at it from a job opportunity perspective, it is apparent that Saeqty has made a lot of positive change. In 2018, an official report was published by Saeqty, which highlighted the fact that 200 to 1,000 jobs are created every year that offers opportunities to drivers and other general people available with a car to work part-time or full time with Saeqty. This has made a significant change in the economy, considering Saeqty creating 1,000 jobs in all of the Middle East regions in about 6 years for the captains (S drivers), which has caused a positive socio-economic impact in the markets.

### **Entrepreneur Role to Facilitate Innovation**

Innovation and creativity are at the heart of the functions of an entrepreneur. According to Schumpeter (1934), the key ingredient of entrepreneurship is innovativeness of the individual. Innovation implies doing new things or uniquely doing the same things. It may be: Introduction of a new product or service, new methods of production, discovering new markets or finding a new source of material etc.

This entrepreneur is OK not globally known, but he has a lot of connections. He did the changes that he did the people get interested in because he worked on himself to become a better person from an average family rather than an under average or an average person. For example, OK has studied in a mechanical government school. In contrast, when he graduated from school, he went to one of the most demanding universities in Bahrain, the University of Bahrain, and studied accounting. So the major that he took had nothing to do with his school degree. He also taught others that no matter what age you are, you can always be an entrepreneur. For example, he started when he was just 19 years old. Many people thought age is significant to be an entrepreneur, while age is not a big deal for OK. Bahraini people also like OK never had a weekend. If you want a meeting, he will start with it even though it is Friday. He does not mind discussing it on Friday. He always says you never know what is going to happen tomorrow. This increases productivity and makes everything goes smoother and faster rather than taking time for productivity.

An entrepreneur is an agent of change by all entrepreneurs are not an agent of change. ND is not only a successful entrepreneur but also an agent of change. Being a strong-willed, resilient, and dynamic personality, ND has various solutions to extraordinary analytical thinking and cutting-edge ideas. These are the 5 reasons why being an entrepreneur and ND has made a change of agent. *Community Development*: This is the process when community members come together. With fragrance, ND has made community together. *Generation of Paradigm*: It means standard, perspective and set of ideas. It is the way of looking at something which can add value to society. ND has brought new ideas for perfumes in Gulf, especially in Bahrain.



*Wealth Generation:* If new ideas are successful in business, they also bring wealth. Now “ND” is the name of brand on which people trust for quality and varieties. Now people are ready to buy any new product which ND introduces. *Public Knowledge Enhancement:* ND has introduced variety and quality. In Bahrain, he was the first who introduced nontraditional smells with valuable combination of traditional and nontraditional perfumes. This made a big reason of perfumes qualities and varieties. Being an entrepreneur and change of agent, ND has combined all elements of success required for a business, like innovation, variety, quality, and awareness in society.

RO has been a very successful agent of change in the Middle East, given that he was fortunate enough to study abroad; he earned the experience and knowledge on how Americans innovate and develop ideas based on heavy market research trying to find new and innovative ideas and taking advantage of gaps and technology, In RO Case the Middle Eastern Market was prime for picking, gaining diversified experience based on his different jobs and roles. Souq has successfully connected the major countries in the Arab World, becoming an entrepreneur that inspires the next generation with his self-made rise to success compared to the huge number of entrepreneurs backed with family wealth and state funds. However, with recent new startups, it is yet to be seen whether Ronaldo can continue improving and adapting to compete with new startup businesses that will challenge Souq. Ronaldo welcomes the challenge since He believes that competition between companies is good and increases the skills and capabilities of said businesses in the fight for being the best. Although it will not be accessible in any way, It will elevate the religion for the better (Boulter, 217).

There have been many changes in the world, specifically since the emergence of Saeqy, especially in Saudi Arabia, where it had the most influence on society. Researchers often declare timelines as Saeqy Saudi Arabia and post- Saeqy Saudi Arabia. The reason is that the overall mindset has been shifted from highly conservative to a much more relaxed environment, especially for the women of Saudi Arabia. Saeqy has allowed that micro-level change in the thinking of society because in the pre- Saeqy time, the ladies would depend on a male relative or hire a private driver to go out which may not always be practical and affordable; however, now the women can go out and about on their times with just a press of a button. As suggested by (Williams, S., Qiu, W., Al-awwad, Z. and Alfayez, A., 2019), Saeqy has welcomed Saudi women to work, making over 94% of the Saudi fleet of Saudi Saeqy including both men and women. This has caused a positive in social interactions between Saudi local people where they can connect and get an insight of their own culture as a whole society and now more than ever men and women are overlapping and there is a significant change in people’s behavior and are becoming more comfortable and relaxed while interacting with each other. Another change to consider is that ca Saeqy is trying to improve lives worldwide, which could be proved by Saeqy being active in Palestine, Iraq, and Sudan. Their goal is to build service to improve lives by granting them income-generating opportunities and mobility.

The reports of international institutions show their unanimity on the success of the UAE in providing all legislation and procedures that would support entrepreneurship in the country, whether at the level of corporate flexibility or the availability of investment capital and the distinctive environment for establishing small and medium enterprises and in a way that exceeded what many countries that are classified within the list of major global economies including the United States, Canada, the United Kingdom, China, Japan, and other countries. It is clear from the 13 international competitiveness indicators that were monitored in the sector, the success of the UAE in achieving the second place globally in entrepreneurship, according to the classifications of the Yearbook of Global Competitiveness issued by the International Institute for Management Development during the year 2020, while the report of the World Economic Forum ranked it fourth in the availability index Venture capital ranks fifth in the growth of innovative companies.

The GCC ranked in good position globally in indicators of corporate resilience and investment capital, according to the Global Digital Competitiveness Report, and the same rank in the index of changing market conditions. The countries ranked well in the indicator of attitudes towards the risks of entrepreneurship in the indicator of the number of days to start a business according to the Travel and Tourism Competitiveness Report, and the rank of the SMEs indicator while it ranked in the indicator Corporate debt and the Total Entrepreneurial Activity Index are in the early stages.

It is noteworthy that the successes achieved by the GCC in entrepreneurship during the past year contributed to its classification among the list of the best leading experiences in the world in the sector, which was supported by an attractive and integrated legislative system and innovative initiatives and programs aimed at encouraging entrepreneurial projects and accelerating their growth in a way that makes them an engine of growth and a contributor a major increase in the country's non-oil GDP as shown in the table 1.

**Table 1: Results of GCC Rank in Global Entrepreneurship Index (GEI) 2020.**

Country	Rank	GDP/World Bank 2020	GEI
<b>Qatar</b>	22	128734	55
<b>United Arab Emirates</b>	26	64604	53.5
<b>Oman</b>	33	35236	46
<b>Bahrain</b>	35	36782	45.1
<b>Kuwait</b>	39	76074	42.8
<b>Saudi Arabia</b>	45	49645	40.2

## Discussion and Findings

The data investigation indicates that the GCC countries have a great interest in education and health, which is evident in the progress of these countries in the human capital. The role of entrepreneurship projects in developing countries economically and socially and achieving a qualitative shift towards the prospects for successful solutions that will change the reality of countries and solve the crises afflicting them, or at least mitigate them in order to initiate the development of these projects to accommodate the most significant number of individuals within them to alleviate the unemployment crisis that has become one of the intractable crises in the Arab world as a result of the government's failure to seriously attempt to find real solutions that guarantee job opportunities for the unemployed youth who obtained a certificate of specialization from a university or institute, but the specter of unemployment destroyed his hopes to achieve his life goals and future in an environment Closed, needs a variety of means of advancement. The sustainable development goals SDGs presented by the United Nations General Assembly in 2015 as a good list to learn and extract the most essential areas in which community leadership is active, for example, but not limited to: Food security, Good education, Public Health, climate action (Abdeldayem and Aldulaimi, 2020). The impact of the context on a social entrepreneur differs from that of a commercial entrepreneur because of how a social venture's mission and performance measurement systems influence entrepreneurial behavior. [...] Indeed, an adverse context may often lead the social entrepreneur to seek to change the context itself, as often the social problem is deeply embedded in contextual factors (Austin **et al.** 2006).

Entrepreneurial projects cannot achieve the desired goal unless they provide the appropriate environment that includes all the success factors that lead to a turning point for the different

economies and move them towards recovery that will positively reflect on the whole society, and one of the most prominent factors of the success of entrepreneurship projects. The feedback from the participants clarified several challenges and opportunities that endure their progress. Starting with challenges, I believe cybersecurity is a big challenge; given that the whole world is shifting towards being digitally dependent, Souq has to be able to make their website as secure as possible while emphasizing on the protection of Customers and businesses personal details given since numerous hackers are lurking looking for an opportunity to exploit any weak point. Secondly, is the customer service, It is well Known that the Middle East lacks in customer Service, Usually, One bad experience can lose a company a customer forever, which means that Souq should spend as much of their capital in creating a customer service department that is well trained and has the skills and capabilities to assist angry customers and have the patience to deal with the demanding customers. Moving on to the opportunities, I would begin with data analysis; any business that achieves success has to analyze data and figure out patterns in which customers purchase products or services based on market segmentation in order to boost sales and provide better recommendations and offers. The final opportunity is to utilize the full capability of social media in order to interact with customers, Advertise, and gain new followers, this can be achieved by partnering up with social media stars and influencers, sponsoring events and having an active skilled Marketing department and customer service department that operates explicitly in the most popular social media channels. (Abdeldayem and Aldulaimi, 2021)

The challenges face in working is how going to gain my customer's trust. The essential thing in this business is trust, especially if you will be a brokerage for companies. The second thing that these days there are a lot of competitors in real estates, how am I going to be better than them? Starting with trust, first you have to have many connections with others, as we know these days if you have any degree you might not be that valuable because everyone prefer people from their connections, so your connections must be with VIPs so you be able to reach to a good position. The more VIPs you know and have a good relationship with them the more the people will trust you because they see these VIPs are your friends. This will help you to gain some trust faster rather than gaining it slowly. When you have gained confidence, the most important thing is not losing it because gaining trust is hard but losing it is easy.

During his entrepreneur life, ND faced different challenges and found opportunities. Following are the main challenges): *Lack of Benefits*: When ND came back from States, he had the challenge to sacrifice a luxury life and job in America. But he had a vision to bring positive changes in his family business. *Time Spent Working*: It was hectic and time spending job for ND to bring valuable changes in his family business. He knew that more working and efforts required as compared to his “traditional” job in States. *More Bosses*: ND believed that after leaving in traditional job in States, he would get rid of “Boss”. But at this point he was wrong because self-employment means he had actually now several bosses. He found that each customer has his/her own satisfaction and product level, so was answerable to each customer.

The main *business opportunity* that ND found was a running business and family business. The late was the founder of “Group” who was an outstanding personality and leading regional player in perfumes and other business in Gulf; especially in Bahrain. His business philosophy was simple but anchored in the belief and commitment to provide superior quality perfumes with superior services. ND followed the same pattern and now “ND” is brand of trust, quality, variety and sell.

Whenever any business steps in the market, challenges and complex situations become fate of that organization however when we talk about Saqtey challenges we can notice that some of the challenges are uncommon and do not exist in an effective working organization. According to (Stephens, M., 2019 ) some of the challenges are as follows: Majority of the expats in Saudi Arabia do not speak proper Arabic which causes confusion and creates an uncomfortable

feeling The employees or captains hired do not possess the skills or vision to handle the customer with extreme care in order to spike the chances of growth and promote Saqtey Staff Recruitment, Could not always hire motivated staff to perform the duty effectively and efficiently, It is hard to train and teach to a society of conservative people which may bring about bad image to the company. Finance, Initially Saqtey could not find investors and the founders did not have enough to cover the cost of operation hence this resulted in constant lack of cash which caused limitations in the operations. Opportunity is that joining Saqtey will be a stage where you can learn and grow everyday individually along with diverse people to have a healthy working environment.

## **Conclusion**

Entrepreneurship is considered one of the pivotal drivers of economic development in any country in light of the spread of unemployment rates worldwide. Therefore, these projects can only succeed through the entrepreneurship projects have a relationship with the reality of the state and a solution to its problems. (Aldulaimi and Abdeldayem, 2019). Governments in developing countries support and finance graduation projects aimed at reducing the unemployment problem. Encouraging and motivating the owners of creative and innovative ideas at the individual or group level, which promotes remote work. Making smart partnerships with private sector companies and employers to sponsor pioneering projects. Preparing a database for innovators in companies or those who work from home and contacting them to know their future plans. In addition, laws play a crucial role in nurturing entrepreneurship because unregulated entrepreneurship may produce undesirable social outcomes from unfair market practices, corruption, and financial crises and even increased criminal activity. The interesting interaction of entrepreneurship and economic development has vital inputs and conclusions for policy makers, development institutes, business owners, and philanthropic donors. (Aldulaimi and Abdeldayem, 2018)

Entrepreneurial projects provide many economic solutions for developing countries that are experiencing economic hardship and social decline due to unemployment and economic crises that have caused societal disasters that have negatively impacted the security and stability of our Arab societies, which have become political, military, economic and intellectual playing grounds for global powers that aim to destroy what is left. We come from our Arab countries and societies, and one of the most prominent positive returns of entrepreneurship projects is summarized in the following points. Entrepreneurship projects play an important and vital role in supporting economic development, as they are among the most prominent drivers of economic development that can be relied upon to solve problems of economic distress. The ability to absorb a lot of manpower, and thus it is one of the most successful current solutions to reduce the percentage of the unemployed, as well as a suitable environment for investing human energies. Entering new industrial fields, the state avoids the costly import of these industries, which cost us a lot of money as a result of importing them through all the stages until they reach the country and then sell them to the consumer at high prices.

The study concludes that the entrepreneur is characterized by many qualities, including the ability to take risks. This is one of the most critical characteristics of entrepreneurship. The beginning of any business includes a large percentage of the possibility of failure, so the entrepreneur is characterized by courage and the ability to take risks. Creativity is the basis for generating a new idea, through which it is possible to establish a business and achieve a high percentage of profits. Creativity can be by offering a product that another party has not sold before in the market or providing a service economically and more effectively. Vision and aspiration: The entrepreneur needs to have a vision for his project's future and achieve success. The entrepreneur hires people to work in different jobs, such as production, accounting, and

others, to achieve the goal quickly and effectively. Confidence: The entrepreneur must be confident in his ideas and skills. This confidence inspires the people who work for him and the people involved in his business to trust the work at hand.

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