

The Vision behind the Use of Strategic Entrepreneurship in the Success of the Organization through Human Capital

Lana Al-Darwish
Master`s Student/ Faculty of Business
Royal Al-Balqa Applied University
Garden

Lina Arabyat
Seed Bank Assistant at The
Royal Botanic

ABSTRACT

The research examines the correlation between the variable of strategic entrepreneurship in its four dimensions (risk tolerance, creativity & innovation, competitive advantages, and seize opportunities) and the variable success of the organization through human capital as an intermediate variable. The importance of this research revolves around the role of strategic entrepreneurship in confronting challenges and its impact on the success of the organization. The focus was on the category of managers and heads of departments as the tool capable of development and improvement. (30) Questionnaires were distributed as a tool for collecting data on a category of manufacturing plants in Jordan.

The main hypothesis was that there was a significant correlation between the dimensions of strategic entrepreneurship and the success of the organization through human capital, and a data analysis program (SPSS statistics 20) was used. In light of this, preliminary research results have shown that strategic entrepreneurship has a positive impact on the development of organizations by using the human capital.

Keywords: strategic entrepreneurship, human capital, success of the organization, critical success