

The Impact of Entrepreneurship Strategies on achieving Organizational Excellence in public organizations

(field study on The General Organization of Saudi Airlines In Jeddah)

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Abstract

The study aims to explore the impact of implementing entrepreneurship strategies on achieving the organizational excellence in Saudi Airlines organization in Jeddah, Saudi Arabia. It explains the importance of enforcing entrepreneurship strategies by government-owned organizations. It also focuses on the role of achieving organizational excellence on the organization's overall performance. The study also suggested recommendations for leaders in those organizations to encourage them to implement entrepreneurship strategies. The main question of the study is to discuss what is the impact of implementing entrepreneurship strategies on achieving organizational excellence in Saudi Airlines organization in Jeddah? To achieve the study goals, the researcher followed a descriptive analytical approach. The data collection methods were questionnaires and personal interviews, (300) surveys have been administrated consisted of (39) questions to Saudi Airlines employees and the respondents were (268) employees and (12) surveys removed because of lack of validity. A statistical analysis through the Statistical Package for Social Science (SPSS) to analyze quantitative data collected, recognize the relationship between variables, and further to test the assumptions of the study through using the coefficient of stability and reliability of the Cronbach Alpha where it achieved a very high percent rate (0.906) resulted in high reliability in the study results and recommendations, and the Pearson correlation coefficient, the Ka-square (2) square test for independence, the Spearman (R) correlation coefficient, the R2 parameter, the five Likert scale, the mean and the standard deviations were used. The research results showed that there is a strong impact of implanting entrepreneurship strategies on achieving organizational excellence in Saudi Airlines organization in Jeddah. Meanwhile, there is a positive relationship between the entrepreneurship strategies (creativity, innovation, uniqueness, initiative, and risk taking) and the organizational excellence (leadership excellence and service providing excellence) in Saudi Airlines. Finally, the researchers recommended that the organization should apply the entrepreneurship strategies and emphasize the importance of these strategies inside the organization. The researcher also recommended increasing training programs focused on entrepreneurship strategies to enhance the employee's performance in serving customers. It also suggested motivating leaders in the organization to involve employees in the decision-making process and benefit from their ideas and

suggestions, and give them more incentives to improve their performance. Keywords: Entrepreneurship strategies, Organizational Excellence.