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The role of artificial intelligence in achieving entrepreneurship: A applied study on Al-Nasr Factory in Ibn Majid General Company

Raad Abduljabbar AL-Hameed

Department of Business Management Technologies, Administrative Technology College, Sothern Technical University /Basra- Iraq

* Corresponding Author: **Raad Abduljabbar AL-Hameed**

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Abstract

Summing up the body of research on artificial intelligence and its potential future paths reveals two dimensions of the rising relevance of AI for entrepreneurship study. In the first place, practical uses of AI become a separate field of study. Dependency on AI-driven research methodologies, including big data approaches or AI-driven prediction techniques, is the second dimension. These AI-based techniques give academics fresh and useful perspectives on entrepreneurs and entrepreneurial endeavors that are challenging to evaluate using conventional techniques. We come to the conclusion that, in order to preserve the fundamental research standards and scientific rigor that safeguard the field's health, standing, and influence, it is imperative that the field embrace AI as a subject and a research methodology with more zeal. The main objective of this study is to develop entrepreneurial business using artificial intelligence study on artificial intelligence is booming in many fields of business and management study, since the changes it is witnessing have a profound impact on business and the economy as a whole. In the realm of entrepreneurship research, however, artificial intelligence has gotten very little attention., Even Nevertheless, a large number of entrepreneurship scholars concur that artificial intelligence will probably have a significant and disruptive impact on entrepreneurship research. Based on the study's findings, the researcher recommended a number of things, including more research on artificial intelligence and entrepreneurship.

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1. Introduction

The use of artificial intelligence in all fields—education, medicine, or services—has attracted a lot of attention in recent years due to its enormous potential to improve human life, employment, and the business world. This can result in increased service efficiency, increased effort from human staff, lower costs, higher sales volume, and faster global spread. Global level, access to products that satisfy the consumer's desire, and raising the efficiency of services. As a result, even with artificial intelligence's limited uses, corporations started to recognize its significance and started talking about how they would need it to successfully accomplish twinning with human resources. Drawing performance leadership for business organizations with a forward-thinking vision and innovative skills to achieve greater performance has highlighted the significance of intelligence. The absence of an artificial intelligence culture in all Iraqi enterprises and the decrease in its use have highlighted the need of conducting research and using AI to assist production processes and foster creativity.

Organizations discovered that survival and competition ruled them in the context of privatization and the digital economy. To get the finest outcomes and quality, decision-making is done using a scientific approach and a heavy emphasis on technological tools and processes. Artificial intelligence is greatly needed in Iraq and all emerging nations to find answers to the situation of repetition. Moreover, stereotyping, stagnation, choosing a way to monitor these efforts, and expanding one's horizons. This study

is organized into five chapters. At the outset, it will discuss the methodology. The second presents the theoretical part represented by artificial intelligence and entrepreneurship. As for the third, it dealt with the field aspect related to diagnosing the reality of the variables investigated and testing the hypotheses on which it was based. The research, and the fourth and final chapter came to present the conclusions reached and provide recommendations that were found to be appropriate and applicable to the researched laboratory.

2. Methodology

Research problem

The following inquiries can be used to answer the research problem, which is the incapacity of economic business organizations to pursue entrepreneurship by implementing it correctly

- How much of artificial intelligence is actually used in businesses?
- To what extent is artificial intelligence being used by organizations?
- How does entrepreneurship get affected by artificial intelligence?
- To what extent are leaders equipped to apply AI in the research sample?

The importance of studying

The importance of this research is evident in trying to determine the impact of human intelligence on business. Work to integrate the researchers' findings with relevant previous research, which can lead to filling gaps and weaknesses in the study.

Provide feedback that can be applied at the level of the carpet

industry involved in this study.

3. Objectives of the study

1. Discovering how artificial intelligence techniques are applied, used, and how they affect decision-making.
2. Creating employment chances that provide every company opportunity and elevate them to the utmost degree to boost business productivity and implementation speed.
3. Including artificial intelligence into every aspect of corporate operations to make operations easier to understand and more effective in order to better serve the needs and demands of both present and future clients.
4. Eliminating the need for human labor, cutting costs, and using artificial intelligence-powered machinery and gadgets for additional purposes.
5. Learn important insights into growth-promoting tactics and recognize the connection and implications between artificial intelligence and entrepreneurship.
6. Determining the theoretical and conceptual underpinnings of entrepreneurship and artificial intelligence.
7. Ascertain and quantify the degree of significance of the study variables (entrepreneurship, artificial intelligence) within the carpet factory.

4. Literature review

Due to the scarcity of research in the field of artificial intelligence, it was difficult for the researcher to find the required references, which enhances the originality and novelty of the study.

Arabic Studies

Table (1) reviews some of the Arab contributions of previous researchers regarding artificial intelligence

Table 1: Some Arab studies related to artificial intelligence

1- (Šarić, 2014)	
The aim of the study	Its goal is to ascertain how expert systems and artificial intelligence applications are used in Saudi banks' administrative decision-making.
The study sample	Saudi bank employees
The most important conclusions	The outcomes displayed: According to the study, all aspects of the independent variable were suitable for expert systems and applications using artificial intelligence. The system, user-friendly programs, training and development, and security system were all of a high caliber.
2- (Lunt, 2008)	
The aim of the study	Its goal to ascertain how management choices in Jordanian commercial banks are influenced by emotional and artificial intelligence.
The study sample	Jordanian managers of commercial bank branches.
The most important conclusions	The findings showed a statistically significant correlation between the standard of administrative decision-making and the application of artificial intelligence techniques. The coefficient of determination's square value, or 0.5%, provided an explanation for the association.
3- (Heydarian, 2018)	
The aim of the study	The purpose of the study was to determine the nature of the link and degree of effect that existed between the two variables artificial intelligence as a dependent variable and human resources development as an independent variable.
Result	The findings show a link with a significant influence on human resource development between artificial intelligence and human resource development.
Recommendations	The implementation of specialized programs to improve the skills and capacities of employed people is essential, as is partnering with organizations that have a track record of excellence in training and development techniques.

Source: Table (1) designed by the researcher

Foreign studies

Table (2) reviews some of the foreign contributions of previous researchers regarding artificial intelligence

Table 2: Some foreign studies related to artificial intelligence

(Liu, 2020)	
Purpose of the study	The goal is to ascertain how administrative procedures will be affected by software-defined radio-based wireless communication system management based on artificial intelligence.
Sample and study method	The research employed a critical descriptive methodology, drawing on an extensive analysis of many databases, including Emerald and Science Direct, to examine papers pertaining to the application of artificial intelligence models and assess their influence on diverse administrative procedures inside businesses.
Most important conclusions	The results indicated that employing different technologies based on the use of intelligence artificially positively affects the ability of companies to perform various administrative tasks.
2-(Lardinois,2020)	
Purpose of the study	Its objective is to assess how well artificial intelligence-based environmental management systems work.
Sample and study method	A total of 36 firms made up the research sample. The study employed both qualitative methodology, which came from the interviews, and quantitative technique, which was based on the questionnaire, to meet its goals.
Most important conclusions	Artificial intelligence-based environmental management systems demonstrated a high degree of performance in carrying out diverse administrative duties with efficiency. They were able to enhance their abilities and their enterprises grew in size.
3- (Negnevitsky, 2020)	
Purpose of the study	Evaluating the use of teaching systems based on artificial intelligence online.
Sample and study method	A critical descriptive method based on analyzes of studies was used
Most important conclusions	The results indicated a positive impact of artificial intelligence-based online teaching systems on students' academic achievement.
4- (Kuo & Huang, 2018)	
Purpose of the study	The goal of Kuo & Huang's (2018) Tainan study was to use an artificial intelligence-based solar radiation forecast model to determine the degree to which green energy software is used in energy management systems.
Most important conclusions	The green energy program was highly implemented in energy management systems using an intelligence model to forecast solar radiation and artificial energy.
5-(Rafiee & Ostadkelayeh, 2016)	
Purpose of the study	The use of energy management and lowering global warming in the artificial intelligence-based agricultural system was the focus of the Iranian study (Ostadkelayeh, 2016 & Rafiee).
Sample and study method	The research employed a descriptive technique that involved examining many databases to examine studies related to the application of energy management, mitigating global warming in the agricultural system, and assessing its influence on diverse administrative procedures in businesses.
Most important conclusions	The findings showed that using artificial intelligence to reduce global warming in the agricultural system and implement energy management has a good impact on businesses' capacity to carry out a range of administrative duties.

Source: Table (2) designed by the researcher

Studies related to entrepreneurship change

1. Arab studies: Table (4) reviews some of the Arab contributions of previous researchers regarding entrepreneurship.

Table 3: Some Arab studies related to entrepreneurship

1-(Keat, 2008).	
Study Title	This study examines how knowledge management and entrepreneurial techniques might improve competitiveness in a sample of private Iraqi banks using an applied approach.
Purpose of the study	Highlighting the value of entrepreneurship and knowledge management techniques and their part in helping private Iraqi banks find, build, and maintain a competitive edge. Being aware of the competitiveness of the institutions under investigation.
Sample and study method	The questionnaire was utilized as a means of gathering data by the researcher, who employed the descriptive analytical approach. 70 managers, including directors, department managers, and division officials, worked for private banks in Baghdad that were represented in the research sample.
Most important conclusions	To increase their competitive edge, Iraqi private banking departments have embraced tokenization.
2- (Pieter, 2010)	
Study Title	The effect of entrepreneurship on social duties in industrial firms operating in Oman's financial market
Purpose of the study	Clarifying the function of variations in role characteristics that cause enterprises in the Amman Financial Market to differ in the degree of entrepreneurship they possess is necessary to ascertain the nature of the influence link between entrepreneurship and the social responsibility aspects.
Sample and study method	The descriptive analytical approach was employed by the researcher. The questionnaire served as both a sample tool and a means of data collection for the researcher. A management from an industrial company listed on the Amman Stock Exchange made up the research sample.
Most important conclusions	The firms under examination enjoy consistency in their operations and activities due to their experience in the industrial sector.

Source: Table (3) designed by the researcher

Foreign studies: Table (5) reviews some of the foreign entrepreneurship contributions of previous researchers related to

Table 4: Some foreign studies related to entrepreneurship

1- (Umrani, 2018)	
Study Title	Corporate entrepreneurship and business performance: Organizational culture has a moderating impact in a few Pakistani banks
Purpose of the study	Describing the link that exists between corporate entrepreneurship, organizational culture, and business success as well as the influence that organizational culture has on this relationship.
Sample and study method	The 249 major banks in Pakistan made up the research population. Middle management managers from these banks used confirmatory factor analysis, measurement model adaptation, and structural equation modeling to identify the research sample. The study employed metrics of organizational culture and business performance taken from the literature, as well as a corporate entrepreneurship metric based on the degree of innovation and implementation of new concepts inside the organizational structure.
Most important conclusions	The study discovered that corporate entrepreneurship plays a significant role in the favorable association that exists between corporate entrepreneurship and business performance. Furthermore, I discovered that organizational culture acts as a moderator in the link between corporate entrepreneurship and company performance since it helps establish a suitable match between the internal environments of businesses and the adoption of strategies like corporate entrepreneurship.
2-(Againglo, 2016)	
Study Title	Corporate Entrepreneurship, Developing Strategies, and the Manufacturing Sector's Performance in Nigeria.
Purpose of the study	The study's goal was to create a model that would show how organizational performance, corporate leadership, and strategic formulation are related to one another.
Sample and study method	The research employed the descriptive, contextual, interpretative study approach, with a field component applied in manufacturing firms, out of a total of 32 industrial enterprises in Nigeria. The study included focus groups, phone interviews, and in-person interviews as its technique of interviewing respondents.
Most important conclusions	The company's performance, strategy development, and leadership are all influenced by external environmental variables. The exchange rate, inflation, consumer spending, lack of funding regulations, ineffective infrastructure, violence against tribes and religions, and corruption are some of the factors influencing this.

Source: Table (4) designed by the researcher

5. Conclusions and recommendation

5.1. Conclusions

1. Artificial intelligence and entrepreneurship are study variables. A statistically significant association was found between the research variables and their dimensions, suggesting that artificial intelligence is present in entrepreneurship. initiative, originality, willingness to take risks, and aggressive competition
2. Inspire the carpet factory to pursue entrepreneurship by encouraging the development of artificial intelligence.
3. The need to set up a research and development division in order to stay informed about external events, spot opportunities, and avert dangers in order to employ artificial intelligence to attain excellence
4. Educating employees on the significance of AI due to its pivotal role in realizing entrepreneurial goals.
5. Avoid taking on unnecessary risk, carry out feasibility assessments for ambitious initiatives before moving forward with them, support members in taking on such projects, hold them responsible, and learn from mistakes to improve entrepreneurship.
6. One of the most significant findings in the field of artificial intelligence research is the vast amount of information that has to be represented.

The process of extracting information is one of the arts of artificial intelligence, hence it has to be stated as follows:

A - Generalization: That is, it does not present each case separately, but rather integrates common cases.

B- The information must be understood by the people who feed it.

T- Simplicity of modification, whether to correct errors or change information.

D- It must be possible to use it even if it is inaccurate.

C- They must be grouped in a way that facilitates the search process.

5.2. Recommendations

1. Being an entrepreneur is possible by depending on artificial intelligence technology.
2. The Iraqi Carpet Company should rely on contemporary artificial intelligence principles to achieve entrepreneurship.
3. To respond to any shifts in client preferences brought about by technical advancements in the product, the firm has to stay up-to-date with new and ongoing developments and releases and incorporate these releases into its goods more broadly than they do currently.
4. Artificial intelligence is still in its early stages of development, even with the excellent research being done in this area. Methods for improving artificial intelligence's efficacy are currently being researched.
5. Artificial intelligence technologies have been employed in several scientific applications across a wide range of sectors, but they still require many years of development in terms of the programs and procedures used to put them into practice.

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