

## Cultural entrepreneurship in Algeria

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### Abstract:

Entrepreneurship is the basis on which countries and the global economy depend throughout history, in addition to being affected by various cultural, political, economic and social variables in the environment in which they live. national through its integration with large institutions and its spread in various sectors of the national economy. Nowadays, entrepreneurship lives in an environment characterized by innovation, dynamism and speed of change. For a long time, it has been recognized that entrepreneurship plays a pivotal role in economic development, and that entrepreneurs are key agents of change in the light of the market economy, which makes entrepreneurship a major focus in the agendas of economists and a source to create job opportunities and contribute to economic growth.

**Keywords:** entrepreneur-entrepreneuriat-culture-entrepreneuriat-culture

### Introduction

#### 1The concept of entrepreneur and entrepreneurship:

The concept of entrepreneur has been known for centuries in France, during the Middle Ages, the word "contractor" was already used and defined as the person who undertakes a task and then appoints a bold person, not very honest, quick to take financial risks, because enrichment with commercial success was the only means left for those who are not subject to the order of the clergy and marginalized nobles in this case) to find a place in a highly hierarchical and rigid society.

In the 16th and 17th centuries, a contractor was a very active person who does something by indulging in speculation, which makes him an unadvisable individual.

In 1723, the International Dictionary of Commerce published in Paris defined the action of entrepreneur as "taking charge of the success of a transaction, business, industrial establishment, or building."

In 1755, in their encyclopedia, d'Alembert referred simply to a contractor as someone who takes care of a job. Similarly, in a dictionary of the French language published by E. Littré (E. Littré: 1889, V 02) in 1889, the definition of the contractor is vague as it says that the contractor: "He who does something."

As for the term entrepreneurship, it is also old. It was used for the first time at the beginning of the sixteenth century in the French language, the word (Entrepreneuriat).

Which means entrepreneurship and is derived from the English (Entrepreneurship) in some sources and references, and it is based on the establishment or development of certain activities, and the concept at that time included risk and bearing the difficulties that accompanied the military exploration campaigns, and this concept remained in the same context despite its inclusion of the works that it carries with it the spirit of risk outside the military campaigns, such as engineering works and building bridges..

It is clear from most of the writings concerned with the origin of the concept of entrepreneur that the origin of this concept is French and it does not contain any exact synonym in the Arabic language, despite the multiple translation attempts, but since its existence the terms "entrepreneur" (entrepreneur)

(enterprise) have appeared and the Arabic translation has changed. The term "entrepreneur" has been used three times since it was used by the Arabs. It was "organised", then "contractor", then in the 1990s it became "entrepreneur", and since the translation change helps in understanding the meaning of entrepreneurship, we give the following reasons for this change, according to Suad Naif Barnouti

The first management scholars translated the term into "organizer", but they focused on his skill in organizing and establishing an institution, in the seventies - of the last century -, and after the flow of oil and the escalation of the activities of establishing major projects, the scholars changed the translation to "contractor", and the reason is that the contractor class was the class that showed special preparations; A young engineer (a recent graduate or a young man with limited education) may decide that he will not work as an employee for others, but for his own account, so the engineer may start obtaining a construction contract, and the young man with limited education may start obtaining a contracting

to supply building materials, and after one or two deals, each of them decides to establish a contracting company or a company for supplying building materials, and they succeed in providing the elements for its survival, meaning that it will remain even if any of them decides to leave it, as such people succeed in establishing these companies because they have a set of qualifications, Including that they have creative abilities and a tendency to independence as they have a willingness to take calculated risks, and they also have commercial interests and skills in establishing a successful organization.

Since the nineties - of the last century - scholars have realized that these aptitudes are not confined to contractors only, but rather they are part of a broader world, as many young men and women have succeeded who set up companies to provide computer services or trade in mobile phones and Internet services, or clothing or food stores... And others, they set up small companies, which they transformed within a short period of time into large companies, and sometimes giant ones, so the translation was changed again to "entrepreneur"

Like other economic terms, the term has known variation in its definitions as a result of different visions, angles and objectives of research. Among these definitions we find:

Defined as "the act of the contractor that is carried out in different contexts and in a variety of forms, it can be the establishment of a new institution legally, and it can also be the development of a stand-alone institution. It is a purely social work," he said .Mauss" Marcel. (1924-1923)

#### **Beranger defines entrepreneurship in two ways:**

On the basis that it is an activity: or a group of activities and processes that integrate the establishment and development of an enterprise or

More generally create an activity.

On the basis that it is a university major: any science that explains the environment and the process of creating wealth and training

Social by facing danger individually.

Despite these various studies, the entrepreneur has not become a central element in economic development

Except with the advent of research by J.A Schumpeter (Joseph Schumpeter) where the title of AP is Entrepreneurship, and this is due to the fact that he was the first to realize the importance of change, through use the different resources and capabilities available to the institution, and the need to work on discovering and exploiting new opportunities, and introducing new regulations, as well as linking the contractor's job to "seeking change and acting according to it and exploiting it as an opportunity".

As defined by (Allain Fayolle) as a special case through which economic wealth is created

And social has characteristics that are characterized by lack of stress, that is, the presence of danger, and which includes individuals who should have behaviors with a basis that specializes in accepting change, common dangers, and taking the initiative and individual intervention.

It is expressed by (fillis et rentsler) in the term leadership, which is defined as:

The process of creating added value for organizations and societies by combining unique combinations of Public and private resources to exploit economic, social and cultural opportunities in a changing environment.

Through the two previous definitions, it is clear that entrepreneurship has three dimensions, namely:

**Creativity: looking for new opportunities.**

Risk: Investing in an existing opportunity while taking responsibility for failure and its cost.

Proactivity or initiative: related to doing things through perseverance, and the ability to adapt.

So, entrepreneurship is the social actions and processes that the entrepreneur undertakes to establish an enterprise new, or develop an existing institution within the framework of the prevailing law, in order to create wealth, by taking.

Taking the initiative, taking risks, identifying business opportunities, following them up and embodying them on the ground reality.

What are the trends of cultural entrepreneurship in Algeria?

From this point of view, the following hypotheses can be put forward

- Cultural entrepreneurship is a source for business expansion and development projects
- Cultural entrepreneurship brings the individual closer to both economic and cultural activity
- Cultural entrepreneurship is a psychological and demographic approach to entrepreneurial behavior
- Cultural entrepreneurship is a vehicle for doing business

**1- The most important images in the field of entrepreneurship:**

There are three images through which one can delve deeper into Understanding entrepreneurship, and among these images we find:

**A- Entrepreneurship as an opportunity for business:** Shane and Venkatarman, who define entrepreneurship, see it as a set of developments to discover opportunities to create future goods and services that are discovered, evaluated and exploited. Likewise, we can show that the opportunity is that it is new information that can be exploited by people who have two personalities: the first is that they have internal knowledge complementary to this information that allows them to exploit it, and the second is that they possess some special characteristics in order to evaluate it.

**B- Entrepreneurship as an organizational phenomenon:** Through this approach, entrepreneurship is defined as The set of stages that lead to the establishment of an organization, meaning the activities through which the contractor performs The set of stages that lead to the establishment of an organization, meaning the activities through which the contractor performs By mobilizing and exploiting resources (resources, information, human...) in order to transform the opportunity into a project Organized and structured. Thus, the contractor is a strategic man capable of preparing an entrepreneurial vision and a leader who is able to lead the change resulting from entrepreneurial activities

**C- Entrepreneurship from the perspective of value creation:** which is the duality between the individual and the value According to this trend, entrepreneurship revolves around the study of the relationship between the individual and the value that he created

**(Bruyat) which is formed in:**

-**The first perspective:** where it is considered that the individual is the main element in the binary, as he determines the methods of production and all the details related to the value provided, and therefore the contractor is the person or group in the process of creating value, such as establishing a new enterprise, for example, and without him this value would not have been achieved.

As for the second perspective, it is considered that the creation of value through the institution established by this individual leads to making the latter linked to the project that he established to the extent that he becomes known for it, and the value occupies a great place in his life, as it pushes the contractor to learn new things, and it is able to change Its characteristics and values, when an individual establishes an institution or introduces innovations, he becomes obligated to the project that he set up. As for the value provided, it is represented in the total technical results.

Financial and personal provided by the organization that generates the satisfaction of the contractor and the actors or interested parties

## **2-Explanatory trends of entrepreneurship:**

### **2-1 Entrepreneurship and the economic approach:**

This approach is based on focusing on the reciprocal relationship between entrepreneurship and the economy by trying to know its results on the economy on the one hand, and the impact of the latter on entrepreneurship through economic conditions and its role in encouraging it, in addition to caring for the entrepreneur and defining him, where the word was used Contractor for the first time in 1616 by Montchrétien, and it meant at the time: "the person who signs a contract with the public authorities, in order to ensure the completion of a work or a group of different works. In the eighteenth century, this concept became more comprehensive, so that the contractor became that active person who accomplishes many out of business.

And the contractor took a place in economic theory with the works of R.CANTILLON and J.B.SAY in the years 1755 and 1803, respectively, as both relied on showing the element of risk in the definition of the contractor, which is mainly linked to uncertainty, so that the contractor is a risky person who invests his own money, and bears alone all The risks associated with its activity, which vary between market risks, prices and natural conditions

While the studies of Schumpeter in 1955, which considered the contractor a creative person seeking change, seizing opportunities and using available resources in a different way, highlight his ability to create and innovate

KIZNER had a different point of view in 1973 when he considered that the task of the contractor is based on restoring the state of balance by exploiting the opportunities resulting from its imbalance

### **2-2-Entrepreneurship and behavioral approach:**

The expansion of the field of entrepreneurship led to it exceeding the limits of economic sciences, which came in this direction, which focused more on the entrepreneur and its characteristics, a psychological and demographic approach that tried to distinguish as well as the effects of the social milieu and the professional path that gives him a number of characteristics that push him to make a decision to enter the world of entrepreneurship.

Thus, D. McClelland, at the beginning of the sixties, conducted studies aimed at finding a main characteristic or set of characteristics that distinguish the contractor's behavior from others, that is, his psychological characteristics. Responsibility and work to find appropriate solutions to all the obstacles it faces.

Then came attention to the personal characteristics of the contractor to analyze the phenomenon of entrepreneurship, which includes the family environment, educational level, experience gained, etc., which directly affects the contractor and the interpretation of entrepreneurial behavior.

At the end of the eighties, this trend was subjected to a lot of criticism, considering the psychological and personal characteristics as insufficient to provide a comprehensive explanation for the entrepreneurial phenomenon that is more complex than these simple characteristics.

In view of the above, it is clear that the concept of entrepreneurship is very complex, as it is linked to several other sciences, such as management sciences, science Psychology, sociology... But this concept has one result, which is the ability to create and establish institutions.

Despite the appropriateness of their approach based on individuals, there are some problems in modeling entrepreneurial behavior, most notably each of (Stevenson et Janillo, 1990).

Accordingly, researchers in this field have become more and more interested in the phased approach in order to transfer knowledge about the capital of "human behavior" related to entrepreneurial activity in the phased approach (Fayolle 2005).

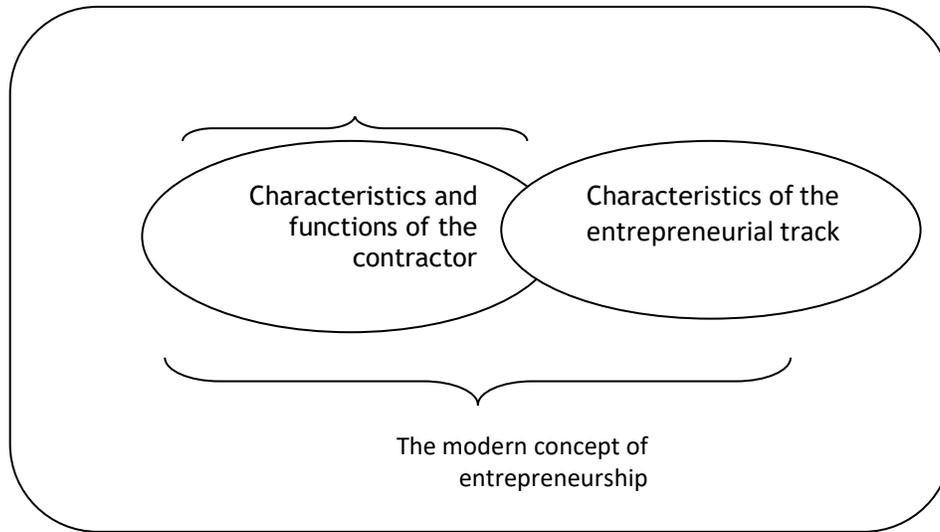
**-The phased approach of management scholars:**In an article published in 1989 entitled, (What is an entrepreneur? is The Wong question), Garter acknowledged the inadequacy of the introduction of characteristics, suggested a study of the work carried out by the contractor and highlighted the

establishment of the organization as a result of the multiplicity of conferences involved in the complex process 1, and thus "became The research is focused on what the contractor is doing, not who the contractor is

In this regard, (Bygrave 1989) and then (Bygrave et Hofer 1991) proposed a final concept (C) based on two conditions (A and B): (Gartner, 1988)

- A- The entrepreneurial event represents the creation of a new organization in order to exploit it.
- B- The entrepreneurial track contains all functions, activities and actions related to seizing opportunities and establishing an organization in order to exploit them.
- C- An entrepreneur is a person who seizes opportunities and who sets up an organization in order to exploit them.

**The following figure: the concept of entrepreneurship according to (Bygrave et Hofer 1991)**



**Source: Michael Coster, Op Cit.**

**Michel Coster. 2003. Entrepreneur and entrepreneurship, Proceedings of the Day of June 6., Organized by E M Lyon, Eclly Executives and Entrepreneurship, Myths and Realities, Les Cahier de Cadres.**

Accordingly, (Hofer ET by grave) changed the approaches and proposed some key questions in the field of entrepreneurship. This is illustrated by the following table:

**Key questions in the field of entrepreneurship according to (Bygrave et Hofer 1991)**

Focus on the entrepreneurial path	Focus on the contractor
1-Who are able to seize opportunities effectively and practically?	1-Who will become contractors?
2-What are the essential tasks in order to successfully set up an organization?	2-Why do they become contractors?
3-To what extent are these tasks different from those of assistance to steer successfully?	3-What are the characteristics of successful contractors?
4-What are the distinctive contributions of the contractor to this process?	4-What are the advantages of failed contractors?

**Source: Michael Coster, Op Cit.**

Nevertheless, they did not neglect to point out the main position of the contractor in the process, as well as stressing the existence of nine advantages associated with the entrepreneurial process, namely:

1-Entrepreneurship is a process resulting from human desire. The engine of entrepreneurship is the contractor.

2-be at the level of a single institution.

3- lead to state change, change the environment from one state (in the absence of new institutions) to another (in the presence of the new institutions).

4- It leads to discontinuation, especially in the competitive sector of one of the industries, and sometimes to the establishment of new industries.

5-It is an industrial (holistic) path that can only be evaluated by looking at the entire industrial system.

6-It is a dynamic path in which the enterprise and the industry develop interdependently.

7-It is a unique path because there is no other enterprise creation experience that is not similar to it.

8-It contains a large number of interrelated variables in the entrepreneurial event (number and location of competitors, resources, location and strategy new enterprises, growth and customer needs)

9- The end result of this path is very sensitive to the initial conditions (conditions) of these variables.

### **3-3 entrepreneurship and the direction of entrepreneurial activity:**

This trend came to change the level of analysis of the entrepreneurial phenomenon by focusing on other aspects, and this resulted in the emergence of many studies, such as those carried out by Drucker in the early eighties, in which he indicated that the reasons for the success of the entrepreneur lie in two important elements

**creativity and chang:**First, he can increase wealth by searching from various sources of creativity that allow for innovations that must be confirmed to be successful in order to ensure the increase in wealth.

The second element is the change that allows the contractor to exploit the available resources in different ways than before. One of the most important pioneers of this trend is by proposing a model in which he describes the GARTNER process as the establishment of a new institution, that is, he cares about what the contractor does and not what he has to do. His model included four dimensions represented in the environment, the individual, the process flow and the institution. Among the activities are:

Looking for opportunity, collecting resources, designing the product, producing the product, taking responsibility before the state and society. All of these activities take into account the time factor in analyzing the various variables that allow the establishment of the enterprise and its activity, and for this reason it is called the phased approach, which focuses on paying attention to what the contractor is doing to establish his enterprise within a constantly changing environment that is thirsty for change and creativity instead of paying attention to the contractor's motives to enter this field without neglect. The importance of this aspect in the selection and practice of contracting, and therefore in this direction exceeds the limitations of previous approaches through familiarity with several aspects related to the contractor combined instead of limiting the study and narrowing it down through.

Eating only one dimension is completely separate from the rest of the others.

### **4- Entrepreneurial characteristics :**

Entrepreneurship is characterized by a set of characteristics that can be summarized as follows:

- It is the process of establishing a non-stereotypical institution that is characterized by reativity, whether by introducing a new model or a new way of presenting a product or service, a new way of marketing and distribution .High risk because it introduces the new and the ccompanying high returns in the event that the new product or service enters the market.
- Achieving monopoly profits resulting from the innovation rights that appear in the product or service offered in the market compared to typical institutions that provide normal products and services.

- The cradle of the individual initiative that gives the contractor the ability to realize his ideas and vision and run his organization directly and independently from the intervention of partners, as is often the case in other typical institutions .

### **5-Eléments de pensée entrepreneuriale:**

La pensée entrepreneuriale repose sur la disponibilité d'un certain nombre de motivations, dont une partie est liée à l'entrepreneur et l'autre part aux caractéristiques de l'environnement dans lequel il vit. Ces motivations peuvent être résumées dans les points suivants:

**A- Les facteurs psychologiques de l'entrepreneur :** Ceux qui ont une orientation psychologique s'accordent à dire que l'entrepreneur a un ensemble de caractéristiques particulières qui l'affectent grandement, et parmi ces caractéristiques:

- Le besoin d'accomplissement des réalisations.
- Créativité et initiative.
- Confiance en soi.
- térêt à découvrir de nouveaux défis, car l'entrepreneur est généralement très curieux et intuitif.
- L'entrepreneur doit être suffisamment courageux, car il a généralement tendance à prendre des risques et à rechercher toutes les opportunités possibles. Parce qu'il est enthousiaste et déterminé à atteindre l'objectif et à réussir

**B- L'auto-motivation de l'entrepreneur :** On entend par là le changement soudain qui survient dans la vie de l'individu à la suite de raisons négatives telles que l'insatisfaction face à la situation actuelle, que ce soit au travail ou dans l'établissement actuel, qui génère en lui la volonté de changer de situation, ou à la suite de motifs positifs tels que le désir d'accéder à un statut social ou le désir de bénéficier d'une expérience professionnelle antérieurement acquise ou le désir d'accéder à l'indépendance...etc.

**C- Facteurs socio-culturels :** On entend par eux le milieu social dans lequel vit l'individu, milieu qui comprend la famille, l'école, l'université, la profession et l'environnement qui jouent un rôle essentiel dans le développement du sens de l'entrepreneuriat. Pour créer leur propre entreprise

**D- Economic motives:** We mean by them the various available resources and capabilities, without which it is impossible for the enterprise to be embodied on the ground. The establishment of the enterprise means controlling these resources, but the contractor's resources are often limited compared to the necessary requirements (Nassira, 1998, p03)

### **6-Entrepreneurial culture and culture:**

Before addressing the concept of entrepreneurial culture, it is worthwhile to review the definition, albeit briefly, of the concept of culture in itself.

#### **Define culture as language**

**A-** The word culture, linguistically, means work, the sword, and culture is the plank on which spears are flattened

With it, when saying the phrase (cultivating spears) means leveling the spear with the machine of culture.

**B-** As culture is defined as intelligence, when it is said that a man has cultivated culture, it means that he has become a man of dexterity and acumen.

**C-** The word culture means everything that illuminates the mind, refines the taste, and develops the talent of criticism. By deriving the word culture from acculturation, it means broad knowledge in the various branches of knowledge, and a person with broad knowledge is defined as a cultured person

(Gill, 2013, p71).

#### **6-1 In terminology, culture is defined as follows:**

It is "a system that consists of a set of beliefs, procedures, knowledge, and behaviors that are formed and shared within a specific group, and the culture that any person creates has a strong and important influence on his behavior, and culture denotes a set of features that distinguish any society from others, including: the arts

(idang, 2002, p97,98). In general, some thinkers have dealt with this term at length, including:

## **1 -Edward Taylor**

He defines culture as “that complex whole of knowledge, beliefs, art, morals, customs, and everything else”.

What man acquires as a member of society

## **2 -R. Radfield**

As R. Radfield defines it as: “a group of concepts and perceptions agreed upon or termed in society ,it is reflected in art, thought, and aspects of activity, and is transmitted through inheritance through generations to give groups distinctive characteristics and characteristics (El-sayed, 2003, p8)

A theory of knowledge, a method of behavior and a way of working and building.

### **6-2 -Entrepreneurial culture:**

An entrepreneurial culture consists of traits and attitudes that express a willingness to do and be fully involved in and complete what one wants to do. You want the entrepreneurial culture, like the culture of the project, to be a very special culture because it aims to produce innovation and change, and it also represents a culture of creativity and construction.

The culture of entrepreneurship is no longer seen simply as a means of creating new businesses, but rather as a general attitude that is a valuable asset in the daily and professional life of any citizen, given the scope and characteristics that define it .

### **6-3 Entrepreneurial values:**

The culture of entrepreneurship consists of characteristics and values that have the ability to promote effective work and contribute to the modernization of capabilities.

These characteristics and values are:

Self-confidence, leadership, team spirit, motivation, sense of responsibility, solidarity, resourcefulness, effort, initiative, sense of organization, creativity, determination and perseverance.

These values can be determined by the attitudes and behaviors they express

### **6-4 Elements of entrepreneurial culture:**

Entrepreneurial culture can be divided into three elements:

Knowledge shared by individuals from the same organization who are willing to face and raise challenges.

- A set of attitudes and values (creativity, sense of responsibility, independence, self-confidence, solidarity, leadership, tolerance of failure, etc.)

- Skills and competencies that are characterized by scientific knowledge, professional competence and sophistication in dealing with the environment and society.

- Entrepreneurial culture should no longer be seen only as a means to create new firms and companies, but rather as a general attitude that constitutes a valuable asset in the daily and professional life of any citizen, given the range of characteristics it defines.

### **6-5 Definition of entrepreneurial culture:**

Entrepreneurial culture is defined according to its components of attributes and behaviors that indicate management in the initiative and the initiation of what we want to do or accomplish in a serious and strong manner to the end, and here the project culture becomes a special culture because it aims at new production and change and it is also a culture of creation and construction

Entrepreneurial culture is defined as a set of common values, convictions, and technical know-how that consciously guide the behavior of individuals, institutions, and the population towards entrepreneurship

In this sense, it is possible to integrate the culture of entrepreneurship and the establishment of enterprises in an environment conducive to the emergence of the basic values of this organization

Projects and enterprises, and also conducive to the recognition of the contribution of its organizers in their environment based on factors that characterize the entrepreneurial culture.

### **6-6 Entrepreneurial culture factors**

The contractor, as a social element, is representative of all actions, such as social actions that are sometimes interrelated individually and socially.

These collective syndromes of the contractor's actions appear in the entrepreneurial culture, which is a culture based on factors including. (marie, 1990, p01)

#### **A- Appreciation of entrepreneurship:**

The culture that gives entrepreneurship an important place, in what we call the gradation of values in society, will value the contractor, and facilitate the establishment of institutions and the brilliance of the social ladder as a result of the brilliance of the entrepreneurial culture.

The entrepreneurial culture becomes a social value with an important position and among the primary values in society, and entrepreneurship appears as a successful social model that can be followed.

#### **B- Appreciation of individual and collective initiative:**

We notice in the communities that the contractor is an association, where the difficulties that appear in the institution or individuals or the opportunities presented will be driven by the representatives of this group. These institutions are not trying to eliminate these challenges or exploit opportunities: nature, luck, fate and fate charge interest in their place.

In other institutions, where we find the contractor, they are sources, and it is for the members of the institution, the inspiration that drives individuals to eliminate by themselves the challenges that occupy the opportunities presented.

#### **C- Valuing perseverance and determination:**

Contractors are natural persons distinguished by perseverance and perseverance in contractual work, which is characterized by risk and continuity in trial and error in defining and choosing the activity and sector that is in line with their objectives.

They constantly persevere and accept the investment of all the energies available to them and the opportunities offered by the environment in order to succeed in establishing the company and in its proper management, even if it requires the use of other people's resources to achieve their goal of realizing their project.

This perseverance makes the entrepreneurial culture not only allow individuals to introduce their projects strongly, but it must be the engine that motivates and encourages them to persevere and continue until their desire is embodied on the ground.

#### **D- Acceptance of coexistence with safety and risk as a result of entrepreneurship**

The ability to live between security and risk represents the most important characteristic of the contractor, because the establishment and management of an enterprise require knowledge of the risks that result from the decisions taken by the contractor when running the enterprise. The risk begins when establishing the establishment, which requires accurate information about the sector and the environment in which the establishment is to be established, bearing in mind that all the data on which the contractor bases his decisions are subject to change. Suddenly, the data on which the establishment of the establishment is based are not always certain.

Contracting, so we can say that the establishment of institutions does not take place unless the contractor has a culture of risk.

Knowing and defining the level of risk that the contractor bears allow him to be located within the activity he chose with those active in it.

Excess in each of them inevitably leads to dire consequences, as:

Excessive security leads in the short term to demise.

Excessive risk leads in the medium term to its demise as well.

#### **-7-The tension between stability and change**

If the contractor's activity is based on the concept of change, then focusing on this angle makes the contractors appear as agents of change and the contractor will become an essential participant in social change.

From this point of view, the various activities of the company and the resulting focus and constant follow-up become one of the most important factors that create tension that takes the form of stability and change.

The management of this tension on the part of the contractor is through a compromise between stability and change that passes through the creation of new products that embody change and the continuous realization of the project. If the culture of entrepreneurship is available, it will necessarily contribute to the adaptation and synthesis of tension so that it becomes essential for stability, change and development and the continuation of the existence of the enterprise as an economic factor that affects and is affected by the environment.

Entrepreneurial culture is also defined as: a group of common values, convictions and know-how that directs a limit at is the awareness of the behavior of individuals, institutions and populations towards entrepreneurship? In this sense, entrepreneurship culture can be integrated into an environment conducive to the emergence of entrepreneurial values, as well as to the recognition of the entrepreneurs' contribution to their environment.

The word entrepreneurship can be applied to many realities. Five cases are of particular interest when it comes to "entrepreneurial culture".

-Establishment and management of a contracting

Dynamic approach and innovation approach

Active and dynamic search for a job by the unemployed.

Motivational education with young people in training,

Positive and innovative social intervention.

Based on the definition of entrepreneurial culture according to JOHANNISSON (1984) as a culture that values personal characteristics associated with entrepreneurship, including the following:

- individuality
- Marginal
- The need for personal achievement
- risk
- Self-confidence
- Social skills

They also value personal success while tolerating failure; encourage diversity rather than uniformity; And it encourages change, not stability. From this standpoint, this thinker believes that the entrepreneurial culture can be acquired, provided that you return to the principles of teaching that allow them to be developed, the teaching of entrepreneurship differs from the education of management 30, in that it is It involves dealing with the "equality" inherent in starting a freelance business, be it commercial, industrial, agricultural, or service.

Within the establishment project

(attitudes, development of new products and services, new markets and new organizations)

### **8-The influence of culture on entrepreneurial behavior**

There are several researches that touched on the relationship between culture and entrepreneurial behavior, showing the impact of culture on entrepreneurial behavior and activity.

Perhaps among the studies that should be mentioned are those carried out by Freytag et Thurik, 2010 (Andreas Freytag, 2010, p01-08) and Thurik et Dejardin, 2012 . (Dejardin, 2012, p01-02)

Their contribution was based mainly on three theoretical approaches. We briefly touch on what is directly related to our topic on the basis of definition and warning of the importance of questioning.

**A- The first approach:** based on collecting psychological traits and traits

The link between the values that an individual cherishes and his beliefs and behavior does not need evidence. With reference to the approach based on the collection of psychological traits and characteristics, the more in a society the number of people who have values that are consistent with the establishment of businesses, the higher the number of individuals who enjoy the behavior of establishing these businesses and entering the business world (Per, 1995, V07)41, (Shane, 1993; V.8, p59-73)

Therefore, it becomes plausible that the cultural differences observed at the regional or regional level affect, and make it possible to distinguish between the behavior of people, including their decisions to

establish companies and institutions that enable them to become masters of themselves in the sense that they work for their own account instead of working for the benefit of others as workers (Stephen L.Mueller, 2001,V16,p51-75)

Therefore, a distinction must be made between this individual concept of culture and behavior within this approach, and the general concept within the framework of the approach based on social legitimacy or moral approval.

**B-The second approach:** based on moral approval or the purification of social legitimacy with regard to the approach based on moral approval or social legitimacy, the focus here must be on the extent to which social norms and social associations affect society as a whole.

If this effect exists, it suggests a greater organizational density, which appears in societies in which the contractor obtains a high social status, often as a result of factors, the most important of which is the educational system that gives entrepreneurship an important place and the legislative and financial environment reaches all in the direction of encouraging entrepreneurship, and this is what the writer alluded to. (ETZIONI.A, 1987, p175-189)

Thus, for proponents of social legitimacy (or moral approval), the fact that entrepreneurship is more developed in some countries can be explained by the general influence of culture and favorable associations, as this approach leads to its derivation from individual characteristics and behaviors taken into account in their totality.

Although it is necessary to distinguish between the two approaches mentioned above, both of them involve what is called an attractive interpretation of the behavior of entrepreneurship. This behavior refers to a state of tension or conflict in which the individual is confused or torn between his current condition, which he considers unsatisfactory, and his preferences, which he aspires to, which is the passage from the employee to the decision-maker, i.e. the contractor.

**C-The third approach: based on dissatisfaction**

The dissatisfaction-based approach is fundamentally different from the first two approaches. The basis for these differences is in the values and beliefs of potential entrepreneurs compared to the population as a whole. Here, when a non-entrepreneurial culture is dominant and permanently dominant in the whole of society, a conflict of values between groups can drive potential entrepreneurs to leave their current non-entrepreneurship status to become active entrepreneurs (A.Locke, 2004, V4, p59)

Thus, the expected relationship between entrepreneurial cultural indicators may contradict what it would be according to the approach based on social legitimacy (Noorderhaven, 2004, p447-466).

**Conclusion:**

We have seen that entrepreneurial culture is 74 sets of shared values and beliefs, know-how, interpersonal skills ,And the technical know-how that directs the behavior of people, institutions, and the population towards entrepreneurship in one way or another. In this sense, it can Absorbing the culture of entrepreneurship in an environment conducive to its emergence and the emergence of its values, as well as recognizing the contribution of entrepreneurs to their environment .Mainly represented in business, project management and contracting.

There are five situations that particularly interest us when it comes to "entrepreneurship culture", namely:

- 1-Establishment and management of institutions and projects.
- 2 -The active and effective approach to the worker in order to advance the growth of the institution in which he is active and to which he belongs.
- 3- Active, permanent and dynamic job search and employment by an unemployed person.
- 4 -Resorting and choosing motivational pedagogy on the occasion of youth formation and training.
- 5 -Positive and innovative social intervention.

The culture of entrepreneurship allows to give a special character to the ability to create, manage, and manage so that these become capabilities within the reach of everyone within the community.

The dynamism and movement generated by this ability is the basis for increasing employment and employment opportunities within society, and thus Overcoming poverty by encouraging wealth creation.

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