

The Impact of Creativity on Digital Entrepreneurship at the Academy of Refugee Studies

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Abstract

The non-profit education sector plays an important role in facing the challenges surrounding refugees in general and Palestinian societies in particular, as access to the true history of the Palestinian cause is often difficult and distorted due to the practices of the occupation. In recent years, digital entrepreneurship has emerged as a powerful tool for non-profit organizations operating in the education sector, enabling them to develop innovative solutions that can make a real difference in the culture and knowledge of Palestinians regarding their rights and the history of their cause. Creativity is a critical component of this process, enabling nonprofit entrepreneurs working in the field to develop novel, practical solutions that can maximize the impact of limited resources and address critical challenges. The study aimed to investigate the impact of creativity on digital entrepreneurship at the Academy of Refugee Studies. The study adopted the descriptive analytical approach, conducted on a sample of 114 volunteers. The results of the study indicated that there were high levels of interest in creativity and digital entrepreneurship among the volunteers. The results also showed that creativity had a significant impact on the volunteers' digital entrepreneurship. In addition, there is no difference between male and female volunteers in creativity and digital entrepreneurship, as everyone is heavily involved in this field in the Academy. The study recommended the administrative leaders of the Academy of Refugee Studies adopt creative behaviors such as attracting and supporting talent to attain more achievements in this field; moreover, provide training for volunteers on creativity and digital entrepreneurship behaviors.

Keywords: Creativity, Digital Entrepreneurship, Non-Profit, Refugees, The Palestinian Cause, Education, Academy of Refugee Studies.

Introduction

In today's rapidly evolving digital landscape, entrepreneurship has become a popular means for individuals to start their own businesses. However, with increasing competition in the market, entrepreneurs need to be creative and innovative to stand out and succeed. This has led to a growing interest in the role of creativity in digital entrepreneurship. Creativity is the ability to come up with original and valuable ideas, which is critical in identifying new opportunities and developing innovative solutions to problems. In digital entrepreneurship, creativity is particularly important as the internet provides a vast platform for innovation and

new ideas. Additionally, the dynamic nature of the digital market requires entrepreneurs to constantly adapt to changes and come up with new strategies to overcome challenges. It is no longer enough for the project to be pioneering in light of the continuous acceleration in information and communication technology, rather, it has become necessary to transform digitally for sustainable competition. Creativity, with its fluency, flexibility, and originality, is capable of solving many problems facing organizations and is capable of improving many aspects of the administrative, technical, and other operations of organizations.

The study is of paramount importance in today's fast-paced digital age where innovation and creativity are the driving force behind successful startups. This study delves into how creativity can give education entrepreneurs a competitive edge in the digital marketplace and ultimately lead to business success. By understanding the importance of creativity in digital entrepreneurship, this study can provide valuable insights for entrepreneurs to hone their creativity and leverage it in business growth. Moreover, the analysis can contribute to the existing literature on entrepreneurship by highlighting the importance of creativity in the digital landscape and providing a roadmap for entrepreneurs to effectively enhance and apply their creativity.

The study can also contribute to the field of refugee studies by providing educators, policymakers, and entrepreneurs with practical insights into how refugees through creativity and digital entrepreneurship can be supported, and empowered. By investigating the intersection of creativity and digital entrepreneurship within a non-profit context, this study can offer insights into how non-profits can leverage creative thinking to drive social impact and achieve sustainable growth. Moreover, this study can offer a new perspective on how innovation and creativity can be drivers of positive change in the lives of marginalized individuals.

Given the importance of creativity on digital entrepreneurship, this research paper aims to investigate its impact on digital entrepreneurship, through a quantitative survey.

Study Problem and Questions

In light of the new challenges represented by the knowledge and information revolution, and in light of the development of information and communication technology, digital entrepreneurship has become an important and urgent matter in all fields. The problem of the study lies in digital entrepreneurship, the study attempts to identify the impact of creativity on digital entrepreneurship at the Academy of Refugee Studies.

Based on the above, the study problem can be summarized with the following main question: What is the impact of creativity on digital entrepreneurship at the Academy of Refugee Studies?

Depending on the main question, the following sub-questions can be identified:

1. What is the relative importance level of creativity at the Academy of Refugee Studies?
2. What is the relative importance of digital entrepreneurship at the Academy of Refugee Studies?
3. Are there any differences on digital entrepreneurship according to sex at the Academy of Refugee Studies?

Study Importance

The importance of the study comes in the following

Scientific Importance: the study has dealt with the concept of creativity, one of the renewable concepts in the world of business and one of the contemporary concepts that attract the

attention of researchers and scholars because of its importance in the work of all organizations and in achieving their goals and competitiveness. The concept of digital entrepreneurship is also one of the modern concepts, which become more urgent in light of the dynamic, volatile competitive environment, and in light of the technological development in the field of information and communication.

Applied Importance: The importance comes from the extent to which the administration at the Academy of Refugee Studies will benefit from the results, of digital entrepreneurship, and creativity. The importance of the study also comes from the importance of the sector in which it will be applied, as the Academy of Refugee Studies is a global institution registered in London; a pioneer in the field of digital education since 2010 in the rights of refugees and the Palestinian cause. Thus, the staff and volunteers of the Academy can benefit from this study. They can refine their digital management, in line with the nature of work in the Academy, to achieve the greatest degree of excellence in the service they provide free around the world and maximize their potential to achieve distinctive success in their organization.

Study Objectives

This study mainly aims to identify the impact of creativity on digital entrepreneurship at the Academy of Refugee Studies, as well as to achieve a set of the following sub-goals:

1. Identify the level of a relative importance of creativity at the Academy of Refugee Studies.
2. Identify the level of a relative importance of digital entrepreneurship at the Academy of Refugee Studies.
3. Identify if there are differences on digital entrepreneurship according to sex at the Academy of Refugee Studies.

Study Hypotheses

Ho1: There is no statistically significant impact at the level of significance ($p \leq 0.05$) of creativity in terms of its combined dimensions (originality, flexibility, and fluency) on digital entrepreneurship in terms of its combined dimensions (digital leadership skills, digital knowledge management, and digital business environment management), at Academy of Refugee Studies.

Ho2: There are no statistically significant differences at the level of significance ($p \leq 0.05$) on digital entrepreneurship, according to sex at the Academy of Refugee Studies.

Theoretical Framework

Creativity

Wells (2012, 235) says that all humans are innately creative, yet we are trained to suppress our creativity and equally tend to suppress the creativity of others. When challenged, we generate many ideas, but our brains are designed to compare these ideas to our experiences and quickly eliminate those that do not make sense to us while choosing the most familiar solutions. Hence, before we had a chance to think of our new, unusual ideas, our brains had already rejected them. We similarly criticize others' ideas in a way, sending negative signals verbally and physically without thinking about it. To escape from this mental prison, we must suspend our autonomy. Lau (2011, 215) says that creativity is not just for artists and scientists. Creativity is not limited to the arts or creative fields but is relevant in all aspects of life, including business, education, and social innovation. Creativity refers to the ability to generate new and innovative ideas, approaches, and solutions to problems. It involves thinking outside the box, challenging assumptions, and taking risks. Creativity can be

cultivated and developed through various means, such as brainstorming, experimenting, and challenging oneself to think differently. It requires an open mindset, a willingness to explore new ideas, and the power to embrace ambiguity and uncertainty. New ideas are simply old ideas combined in new ways.

It is very important to differentiate between the meaning of creativity and the meaning of innovation and entrepreneurship. Creativity involves generating new and useful ideas. Creativity is an introduction to both innovation and entrepreneurship. Specifically, innovation includes the implementation of creative ideas. Although we usually refer to creativity as the generation of ideas and the impact of innovation as the implementation of ideas, in reality, creativity, and innovation are dependent of each other, as our ideas would suggest. In addition, if we think of entrepreneurship as a more specific form of innovation, one that has to do with developing new ventures, there are similarities here as well. Entrepreneurship refers to the application of creative ideas to new business projects, such as the creation of new markets, new products and services, and new companies (Shalley et al., 2015, 2). Creativity is not just about generating ideas, but also about bringing those ideas to life and making them a reality through entrepreneurship and innovation.

Creative thinking is the ability to solve complex, individual, social, and other global problems, communicate knowledge and motivation, create problems, and generate new ideas. A person can think creatively if that person has a unique way of thinking to solve problems and create new knowledge. New knowledge in solving problems creatively requires good imagination and thinking skills. Creative thinking skills are skills for developing or finding original, aesthetic, and constructive ideas, which relate concepts that emphasize intuitive and rational aspects of thinking, particularly in the use of information and materials, with the original perspective of the thinker. Measuring creative thinking skills includes fluency, flexibility, originality, and elaboration (Nada & Sari, 2022).

Creativity Dimensions

In his book *Innovative and Creative Thinking*, Abu Al-Nasr (2012, 20) mentioned nine dimensions of creativity: fluency, flexibility, originality, sensitivity to problems and interaction with reality, maintaining and continuing direction, imagination, scientific stubbornness, ability to evaluate, and mastery. Nada and Sari (2022); Arefi and Jalali (2016) in their studies, dealt with originality, flexibility, fluency, and the effect of detail. In the study conducted by Hassaan (2022), five dimensions were used: fluency, flexibility, originality, detail, and the effect of sensitivity to problems. Abu Keir et al (2020) used fluency, flexibility, and originality in their study About the effectiveness of teamwork and creativity in Islamic banks in Bahrain. There is no doubt that creativity has multiple dimensions and features, but in this study, fluency, flexibility, and originality were adopted.

Originality

Originality is the quality that generates unique or unusual products, unexpected ideas, or first of its kind, ideas, and products that did not exist before but we judge them in relative terms. It involves thinking outside the box and breaking away from conventional ways of thinking. Originality requires the greatest risk and is the essence of innovation. Originality is the pinnacle of creativity. The spontaneous originality of a person is often make us call them creative. Originality is hard to enforce but it can be enhanced. It often arises from fluency and flexibility; it involves the greatest risk of all creative skills. Open acceptance and respect for original ideas are vital to developing and maintaining originality (Shively, 2011). As a

qualitative dimension, originality is used to discover the degree of novelty of an idea (So & Joo, 2017). It is the most important element of creativity, as it means the ability of the individual to present new ideas that benefit others and are not repetitive (Abu Keir et al., 2020). It is the ability to produce new and innovative ideas or products (Arefi & Jalali, 2016).

Fluency

Fluency refers to the ability to generate a large number of ideas or solutions quickly and easily. It involves being able to think on one's feet and generate a range of options without being stuck or fixated on a single idea. Fluency is important in creativity because it allows individuals to explore a wide range of possibilities and options, increasing the likelihood of finding an effective solution.

Intellectual Fluency is the main quantitative dimension, it measures the number of ideas that fit a situation and were generated in a given period (So & Joo, 2017). The ability to produce data and many answers (Arefi & Jalali, 2016). Fluency is the ability to generate many ideas, which has the effect of relaxing the creative wheels. Brainstorming builds fluency. There is only one rule: make sure that all responses during the brainstorming are accepted without argument. Because it eliminates fluency. To build fluency, brainstorm together in groups by making ongoing lists or concept maps (Shively, 2011).

Flexibility

Flexibility refers to the ability to adapt and change one's thinking or approach to a problem. It involves being open-minded and willing to consider alternative perspectives and solutions. Flexibility is important in creativity because it allows individuals to approach problems from different angles and find new ways to solve them. This is by shifting the effect of an opposite point of view, angle, direction, time, place, or method, or by putting oneself in the place of another person.

Flexibility refers to the impact of an individual's ability to think in a variety of ways and deal with problems in a variety of dimensions (Abu Keir et al., 2020). The abilities needed to change the direction of thinking or the ability to produce diverse ideas (Arefi & Jalali, 2016). Flexibility generates a variety of ideas and limiting one's view to focus on a single perspective limits the possibilities. Flexible thinkers discover completely new areas of possibility, including different interpretations of scientific data. Flexibility also promotes interpersonal and cross-cultural understanding. Flexibility may also influence originality, which is the most elusive aspect of creativity (Shively, 2011).

Digital Entrepreneurship

Digital entrepreneurship is the establishment of projects, and the conversion of existing projects, creating, developing, and managing a new business venture in the digital economy. In addition, it involves using digital technologies and platforms to identify and exploit business opportunities in providing goods, services, education, training, health, trade, and others and reach a global audience. This study will address the field of digital education as one of the areas of digital entrepreneurship.

Digital entrepreneurship relies on the use of digital media and other information and communication technologies to accelerate changes in the competitive landscape. Essentially, digital entrepreneurship uses technology platforms and other information and communication technologies to provide a variety of opportunities. As a result, with the use of new digital technology, digital entrepreneurship generates new initiatives and transforms

existing businesses into modern businesses. The term refers to a subset of entrepreneurship in which traditional operations have been transferred to a digital system. The goal of digital entrepreneurship is to transform the world of business through technology (Akhter et al., 2022).

Digital Entrepreneurship Dimensions

In Alhiary and Alsaket (2021) study of the impact of digital entrepreneurship on the environmental quality of agricultural companies in the Jordan Valley, three dimensions of digital knowledge management, digital business environment management, and digital leadership skills were used. Whereas, in the study conducted in Kuwaiti hospitals by Al-Faris and Bani Khaled (2022), the researchers adopted innovation, persuasion, and knowledge as dimensions of digital entrepreneurship. While Al-Nsour and Khlifefat (2020) used four dimensions in their study of digital entrepreneurship in Jordanian pharmaceutical factories: digital knowledge management, access to financial financing, digital business environment management, and digital leadership skills. In addition, the dimensions of digital entrepreneurship according to Sataalkina and Steiner (2020) in their study conducted in Australia are the entrepreneur, the entrepreneurship process, and the related ecosystem. As for the study conducted by Heikal (2022) in Egyptian universities, he referred to five dimensions: digital business environment, finance, digital skills and digital leadership, entrepreneurial culture, and knowledge management. As for Al-Baghdadi (2022, 462), he referred to five main dimensions: digital business environment, financing, digital skills and digital leadership, entrepreneurship culture, and knowledge management. Digital entrepreneurship has multiple dimensions and characteristics depending on the context and the study community. In this study, the following dimensions will be adopted: digital knowledge management, digital business environment management, and digital leadership skills.

Digital Knowledge Management

Digital knowledge is a knowledge that is accessed and processed through digital tools. The use of technological tools to access information (such as databases, digital libraries, or simply the Web) has led to the need to deal with information of unlimited quantities, with great levels of complexity, and accessible at unimaginable speeds. The required cognitive skills include knowing how to be able to collect vast amounts of information from diverse sources, knowing how to select and synthesize it, and how to interpret and evaluate it taking into account diverse cultural contexts and coordination. Since the human brain cannot handle large amounts of symbols at once, technological tools become necessary to organize such complex information into readable patterns (Bélisle, 2006, 57). Digital knowledge can be managed through knowledge management applications, building a knowledge management strategy to identify the elements of digital culture for digital leadership, defining the default organizational structure for digital knowledge management, and leading digital knowledge management. It is necessary to provide a supportive environment for the application of knowledge management by providing products and services that meet the expectations and needs of digital entrepreneurs. Among the most important uses of modern technology are networks, e-learning, electronic document management, and artificial intelligence systems, so that they can integrate their operations to ensure digital knowledge management (Al-Nsour & Khlifefat, 2020).

Managing the Digital Business Environment

The digital environment has a strong influence through its very quick response to feedback from the market, customers, the media, etc. This feedback effect must be anticipated when starting to implement a new digital strategy for it to be sound and to communicate the correct message of the organization's policy online. In general, working in a digital environment means working virtually connected with everyone, with the entire World Wide Web. If social media as individual digital channels are considered, it is also an ever-growing community, which involves constant monitoring of compliance with the adopted strategy (Băeșu & Bejinaru, 2020). As for the management of the digital environment, it refers to the process that includes organizing the processes related to digital entrepreneurship in electronic societies. It enables companies to manage and organize their operations in a manner commensurate with their human resources, the scope of work, and workload. It enables companies to manage and organize their operations in a way that enables them to establish successful relationships (Alhiary & Alsaket 2021).

Digital Leadership Skills

Digital leadership is the use of an organization's digital assets to achieve business objectives at both the organizational and individual levels. Digital leadership skills are essential for organizations to successfully navigate the rapidly changing digital landscape and take advantage of the opportunities presented by new technologies. Leaders who possess these skills are better equipped to build and lead high-performing teams, drive innovation, and achieve business objectives in the digital age. To successfully achieve business objectives and drive business digital transformation, digital leaders use and enhance a company's digital assets (Araujo et al., 2021). According to the literature, digital leadership is a leadership style represented by individuals who have innovative ideas in the digital era; they motivate and communicate with their employees, digitally in a sustainable manner, developing digital strategies (Sagbas & Erdogan, 2022).

The relationship between creativity and digital entrepreneurship

The topic of digital entrepreneurship is one of the very recent topics, and there are still few studies on it. As for its relationship to creativity, the researcher found only a few of them, in Akhter et al (2022) study titled: The Impact of Creativity and Innovation on Digital Entrepreneurship: Empirical Evidence from Bangladesh, the results indicate that creativity and innovation have a statistically significant and positive effect on students' intentions to engage in online entrepreneurship. These two independent factors explained 75% of the variance in the intention to engage in online entrepreneurship.

Leadership in general is based on innovation and innovation is based on creativity. Creativity is the process leading to the generation of new and sometimes valuable ideas, processes, or concepts. While innovation is a practical application of these ideas, which may have been the beginning of a new entrepreneurial project. Creativity and innovation are two very important skills nowadays due to globalization and excessive competition. It is no longer enough for the project to be pioneering in light of the continuous acceleration in information and communication technology, rather, it has become necessary to transform digitally for sustainable competition. The need has become urgent after the compulsory digital transformation that occurred in light of the Corona pandemic; customer considers digitization as an ideal solution to many problems, transactions, and obtaining the necessary information.

Al-Baghdadi (2022, 461) indicates that digital entrepreneurship will have a profound impact on all advanced economies.

The recent liberalization of the labor market, economic globalization, and rapid technological change has led to significant structural, economic, and social changes. Entrepreneurship, on the other hand, is the main driver of job creation and economic growth in an economy. As a result, the entrepreneur is seen as an engine of economic growth, a source of employment, and a source of competitiveness and innovation. Digital entrepreneurship, on the other hand, is a developed idea that is seen as a new tool to develop personal company activities with existing technology. Creativity is the process of transforming new and innovative ideas into reality, practice, and solutions using one's knowledge, skills, and abilities. Moreover, creativity is recognized as an important component of entrepreneurship, as individuals must be creative to discover and take advantage of opportunities. Entrepreneurial creativity is defined as discovering and using business prospects to generate and implement creative ideas that help in creating new businesses (Akhter et al., 2022).

Previous Studies

Al-Nsour & Khelifat (2020) study aims to examine the impact of digital entrepreneurship on organizational performance in Jordan in companies operating in the pharmaceutical industry from the perspective of social network theory. The study population consisted of all workers in the Jordanian pharmaceutical companies (twelve companies), and the study sample was limited to the managers and heads of departments working in the companies. 150 questionnaires were distributed. The study concluded that there is a statistically significant relationship between the application of digital entrepreneurship (digital knowledge management, digital business environment management, access to finance, and digital leadership skills) on organizational performance in companies of Industrial operating in the pharmaceutical industry.

On other hand, Juma Study (2020) aimed to identify the impact of organizational creativity on entrepreneurship, in addition to studying the nature of the relationship between the process of organizational creativity and entrepreneurship. The study adopted the descriptive analytical approach. A set of questionnaires was distributed to 25 companies for small and medium enterprises registered in the Egyptian Stock Exchange. The non-probability control sampling method was used, and the sample size was 130 individuals. The results of the study revealed that there is a direct relationship between all elements of organizational creativity (fluency - flexibility - sensitivity to problems - originality) and the elements of entrepreneurship in small and medium enterprises, meaning that the greater the activation of organizational creativity, the higher the level of entrepreneurship in the companies surveyed.

The study of Satalkina & Steiner (2020) aimed to obtain an accurate understanding of the hybrid concept of digital entrepreneurship and its role in the transformation of the innovation system. The study was conducted in Australia and study relied on a systematic review of the literature. The findings of 52 background papers were used to identify the main categories of digital entrepreneurship as well as distinguish them from other types of business activities. The analysis led to a distinction between the determinants of digital entrepreneurship within three core dimensions of the innovation system, which include the entrepreneur and the entrepreneurial process, and the related ecosystem. The organization of the current literature is highly relevant for future research aimed at understanding the

interrelationships between the reframing of entrepreneurship structures within innovation systems as well as the socioeconomic system in general.

However, Akhter et al (2022) study aimed to examine the effect of creativity and innovation on students' intentions toward online entrepreneurship in Bangladesh. The participants in this study were Bangladeshi undergraduate students. Convenience sampling, a common type of non-probability sampling, was used to select participants for the sample. A total of 150 students from the state university participated in the survey, resulting in a response rate of 80 percent. The results revealed that creativity and innovation have a statistically significant and positive effect on students' intentions to engage in online entrepreneurship. These two independent factors explained 75% of the variance in the intention to engage in online entrepreneurship.

Study Methodology

Study Population and Sample

The study population consists of all volunteers of the Academy of Refugee Studies (180 volunteers), which is a non-profit digital educational organization concerned with refugee rights and the Palestinian cause. Thus, there is supposed to be a high level of awareness about digital entrepreneurship and creativity. The survey strategy was followed, and the questionnaire was directed to all volunteers (180); 114 questionnaires were retrieved.

Study Instrument

The study tool was a questionnaire containing the following parts:

The first part: contains the demographic variables of the study sample volunteers, including gender, age, educational qualification, and years of experience.

The second part: includes items that measure the independent variable represented by creativity, which includes the following dimensions: originality, flexibility, and fluency.

The third part: includes items that measure the dependent variable represented by digital entrepreneurship, which includes the following dimensions: (digital knowledge management, digital business environment management, and digital leadership skills).

For creativity purposes, the researcher used the questionnaire used in the study of Abu Keir et al (2020) as well as the questionnaire presented in the study of El Talla et al. (2018). As for digital entrepreneurship, the researcher relied on the questions contained in the (Al-Saket study, 2022).

Data Analysis

The computer program (Statistical Package for Social Sciences - SPSS-23) was used. The following statistical methods were used, descriptive statistical methods, simple linear regression, and independent sample t-test.

Measure Variables

For creativity and digital entrepreneurship, a Likert scale was used. The Likert scale consists of rating options ranging from 1 to 5 (5=strongly agree, 4=agree, 3=neutral, 2=disagree, 1=strongly disagree).

Relative Importance

They are determined when commenting on the mean, according to the five-point scale for the alternatives to the answer for each item, as will be in Table 1.

Table 1

Measures of relative importance

The Measure	The Level of Relative Importance
1- Less than 2.34	low
2.34 - less than 3.67	average
3.67- 5	high

Results

The main objective of the study is to investigate the impact of creativity on digital entrepreneurship at the Academy of Refugee Studies.

Table 2

Descriptive statistic (Frequencies)

Description	Frequency	Percentage
Sex		
Male	59	43.0
Female	65	56.0
Age (years)		
Less than 30	28	24.6
30- less than 40	29	25.3
40 - less than 50	32	28.0
More than 50	25	21.9
Experience (years)		
Less than 5	54	47.4
30- less than 10	30	26.3
More than 10	30	26.3
Degree		
Community college diploma or less	19	16.7
Bachelor's	58	50.9
Master's	22	19.3
PhD	15	13.2

*N=114

According to Table 2 is clear that there is diversity in sex, age, and academic qualifications, in volunteering with the Academy of Refugee Studies; this is due to the valuable goal and desire to serve the Palestinian cause. In addition, there is a good, stable percentage of volunteers with the academy, which was established in 2010, which means that there is an encouraging climate for the continuation of volunteers.

Table 3

The results of the descriptive analysis of the study variables

Variable	No. of items	Cronbach's Alpha	Mean	Std. Deviation
Creativity	15	0.78	4.11	0.36
Digital Entrepreneurship	15	0.89	3.94	0.46

According to Table 1, the mean is considered positive if its score was 3.67 to 5. The value of mean for creativity is 4.11, and for digital entrepreneurship is 3.94.

Cronbach's alpha for the entire creativity is 0.78 and for digital entrepreneurship is 0.89; since these values are greater than 0.70, they have acceptable internal consistency (Sekaran & Bougie, 2016, 289).

Table 4

Regression

Hypothesis	R	R ²	F	Sig.
Ho1	0.34	0.12	14.69	0.00

Table 4 shows the results of testing the hypotheses of the study using the simple regression coefficients. The results in the table refer to the Ho1 test. It indicates that there is a significant effect of creativity on digital entrepreneurship; the value of the correlation coefficient is 0.34; R² is 0.12, this value indicates that 12% of the variance in digital entrepreneurship scores can be predicted from the independent variable. The F value was equal to 14.69 at a significance level of 0.00, so the model is fit to test the hypothesis.

Table 5

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.14	.47		4.55	.000
	Creativity	.44	.11	.34	3.83	.000

a. Dependent Variable: DigitalE

The Ho1 stated that there is no statistically significant effect at the level of significance ($p \leq 0.05$) of creativity in terms of its combined dimensions (originality, flexibility, and fluency) on digital entrepreneurship in terms of its combined dimensions (digital leadership skills, digital knowledge management, and digital business environment management) at the Academy of Refugee Studies. Coefficient table 5 shows the standard coefficient beta for the independent variable where $\beta = 0.34$, Sig. = 0.00, $P \leq 0.05$, and this confirms that there is a positive and statistically significant effect of creativity on digital entrepreneurship. Accordingly, the null hypothesis is not accepted, whereas the alternative hypothesis is accepted which state that there is a statistically significant effect of creativity on digital entrepreneurship, at the Academy of Refugee Studies.

Since "B", represents the relationship between the dependent variable and independent variables. So, for every unit increase in creativity, a 0.44-unit increase in digital entrepreneurship is predicted, holding all other variables constant.

$$Y = a + bX$$

Y is the dependent variable (digital entrepreneurship)

$$a = 2.14$$

$$b = 0.44$$

$$Y (\text{digital entrepreneurship}) = 2.14 + 0.44(\text{creativity})$$

Table 6

Independent sample test

	sex	N	Mean	Std. Deviation	Std. Error Mean	Error
DigitalE	male	49	3.94	0.44	.062	
	female	65	3.94	0.48	.059	
				Levene's Test for Equality of Variances	oft-test for Equality of Means	
				F	Sig.	Sig. (2-tailed)
DigitalE	Equal variances assumed		0.27	0.61	0.07112	0.94
	Equal variances not assumed				0.08107	0.90

The Ho2 hypothesis stated that there are no statistically significant differences at the level of significance ($p \leq 0.05$) on digital entrepreneurship, according to sex at the Academy of Refugee Studies. It is clear from table 6 that the mean of digital entrepreneurship for males was (3.94) with a standard deviation of (0.44), while the mean for females was (3.94) with a standard deviation of (0.48). The value of (t) was (0.07) at (34) degrees of freedom (112) at a significant level (0.94), which is not statistically significant at ($P \leq 0.05$).

Based on the foregoing, we accept the null hypothesis that says, "There are no statistically significant differences at the level of significance ($p \leq 0.05$) on digital entrepreneurship according to sex at the Academy of Refugee Studies".

Discussion

This study investigated the impact of creativity on digital entrepreneurship at the Academy of Refugee Studies. The Academy of Refugee Studies has been working digitally remotely in the field of teaching refugee rights and the Palestinian cause since 2010. Its activity was not limited to adult education, but it was able to reach different groups of youth, adolescents, and talents to teach them about the Palestinian cause as well as adopt their talents on a large scale around the world. Due to the capabilities and methods, it possesses, there is a high level of awareness about creativity and digital entrepreneurship, this explains the results related to the mean of the independent and dependent variables, both have high relative importance in table 3. In light of the rapid and tremendous developments that have taken place in recent decades; which have accompanied the information and communication revolution on the one hand; and the complexities of the Palestinian cause and refugee rights on the other, the Academy had taken care of digital business. This gives them guaranteed opportunities for survival, growth, development, and access to the largest possible segment in the world interested in this field. This is done by following new methods and ideas in the field of work, finding quick and appropriate solutions to work problems by listening to the

ideas of volunteers, and adopting new methods of teaching and attracting volunteers in a way that suits the era of digitization. As well as by providing training and motivating volunteers with entrepreneurial talents to realize their talents and bring them to the ground. The academy management enhances the leadership qualities of volunteers by using digital means; it also, keeps pace with changes in the work environment in a manner consistent with achieving its goals.

From tables 4 and 5, there is a clear impact of creativity on digital entrepreneurship at the Academy of Refugee Studies. In addition, there is no difference between male and female volunteers in creativity and digital entrepreneurship, as everyone is heavily involved in this field in the academy according to table 6. Regarding R^2 in table 4, which is 0.12, this value, indicates that 12% of the variance in digital entrepreneurship scores can be predicted from the independent variable. This may be due to the complex nature of digital entrepreneurship, which has a major role in limiting study, many personal and environmental factors that influence entrepreneurship, and thus neutralizing creativity can be difficult to obtain. According to Frost (2020), this does not reflect the size to which any specific independent variable is associated with the dependent variable; it is just an overall measure of the strength of association. Some fields of study contain because of their nature a greater amount of unexplainable variation. The R^2 values are lower, for studies that attempt to explain human behavior by less than 50%. Since people are more difficult to predict than physical processes. Even with a low R^2 -value in the presence of statistically significant independent variables, important conclusions can be drawn about the relationships between the variables.

The intersection of creativity and digital entrepreneurship in the education sector has become increasingly important in recent years. With the advent of online learning platforms, educational apps, and other digital tools, there is a growing need for entrepreneurs who can develop innovative and effective solutions to the challenges facing the education industry. Creativity is a key component of this process, as it allows entrepreneurs to develop new and unique ideas that can disrupt traditional approaches to education. One of the main impacts of creativity on digital entrepreneurship in the education sector is the ability to identify unmet needs and develop solutions to address them and reach large segments, through the creation of new products, services, and business models. This can be particularly important in the education sector for the Palestinian cause and refugees, where there is often a gap between what the media reports and the harsh reality of refugees.

In conclusion, this research paper has shown that creativity is a critical aspect of digital entrepreneurship. The results of the study suggest that highly creative entrepreneurs are more likely to engage in innovation activities, develop new products, and achieve greater success in their businesses. Digital entrepreneurs need to think constantly and creatively to adapt to changes in the market and stand out in a highly competitive environment. Therefore, entrepreneurs should prioritize creativity in their businesses and look for ways to foster a culture of creativity within their teams

Recommendations

- ✓ The Academy needs to inculcate a continuous practice of creativity that brings new ideas to serve the purpose for which it works.
- ✓ The study advises administrative leaders in the academy to adopt the behaviors of creativity and digital entrepreneurship, such as attracting talents and supporting them for further achievement in this field.

- ✓ The study covers and focuses only on the education sector in a non-profit organization; the researcher encourages conducting this study in other for-profit and non-profit sectors.
- ✓ The study advises the administrative leaders in the academy to provide more training for volunteers on the behaviors of creativity and digital entrepreneurship.
- ✓ The researcher would like to recommend an additional research study on other factors such as training, environment, information technology, leadership, and others to understand the impact of these factors on digital entrepreneurship.

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