



## The Role of Entrepreneurial Passion in Enhancing Entrepreneurial Potential

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### Article Info

**ISSN (online):** 2583-6641

**Volume:** 04

**Issue:** 04

**July - August 2025**

**Received:** 08-05-2025

**Accepted:** 10-06-2025

**Published:** 04-07-2025

**Page No:** 47-57

### Abstract

The study seeks to determine the impact of entrepreneurial passion, with its dimensions (Harmonious passion, Compulsive passion), on entrepreneurial Potential, with its dimensions (Pressure management, Fact orientation, orientation toward action, Charity, social skills, integrity, and financial literacy), Through sample of investors in private schools in Diwaniyah Governorate. The problem of the study is their inability to respond to developments and bring about the required change, which has led to the closure of some private schools from time to time on the one hand, and their weak cognitive awareness about the In order to achieve the objectives of the study, Where the researcher used the descriptive analytical approach to describe the phenomenon under study. The questionnaire was used as the main tool for collecting data. It was prepared according to the five-point Likert scale. The questionnaire consisted of two sections. The first section included personal and functional data for the study sample, while the second section dealt with paragraphs related to the study variables. Accordingly, (338) questionnaires were distributed to the investors in the schools under study, amounting to (106) elementary, intermediate, secondary, and preparatory schools. The number of questionnaires suitable for analysis was (287). To analyze the collected data, statistical analysis programs were used: Microsoft Excel 2013, SPSS.V.2, and AMOS.V.28. The study came out with a number of conclusions, the most prominent of which is the availability of the study variables at a moderate level, in addition to the existence of a significant correlation between the study variables, in addition to the existence of a significant influence of entrepreneurial passion on entrepreneurial Potential. Therefore, one of the most important recommendations of the study was to draw the attention of investors to the necessity of demonstrating entrepreneurial passion, as it is linked to entrepreneurial Potential represented because it enhances entrepreneurial ability represented by accepting change, which positively enhances facing environmental challenges in the future to achieve the desired goals.

**Keywords:** Entrepreneurial Passion, Entrepreneurial Potential, Investors in Private Schools

### Introduction

Change and complexity in the business environment have become a reality. Successful organizations seeking to survive in a competitive environment must confront challenges. Entrepreneurs' ability to meet challenges varies based on their capabilities. Entrepreneurs have begun to realize the importance of possessing entrepreneurial passion, as it provides a response to challenges. The presence of challenges in the business environment has made the business environment complex, leading to increased levels of stress and psychological exhaustion among entrepreneurs. Therefore, investors must possess the characteristics of entrepreneurial passion such as enthusiasm and motivation towards doing business in order to survive in the business environment. Private schools are profit-oriented organizations in exchange for the services they provide, and in order to achieve success in these services, this is achieved through investors with entrepreneurial passion in the framework of their quest to discover opportunities and invest in them faster than other competitors by possessing entrepreneurial Potential represented by the necessary resources, financial capabilities, social skills, integrity and orientation towards facts as behaviors that drive

entrepreneurs to make proactive decisions in the changing environment. With the aim of determining the extent to which private schools rely on entrepreneurial passion and its impact on Entrepreneurial Potential, the importance of the study emerged through clarifying the study variables and measuring the correlation and influence between them. To achieve this goal, a questionnaire was used to collect data, and private schools were selected in the Diwaniyah Governorate in Iraq.

## Research Methodology

### The Research Problem

The nature of private schools' work faces numerous challenges, requiring them to adapt and respond positively by implementing appropriate solutions to achieve the desired service and objectives. On the other hand, there is difficulty for investors in continuing their operations, indicating a lack of entrepreneurial passion to sustain their involvement in private schools. Furthermore, the limited awareness of the importance of entrepreneurial capacity necessitates enhancing capabilities and training, as well as developing the necessary ideas and skills for innovation and creativity in order to manage entrepreneurial projects and respond positively to these challenges.

Based on the above, the problem presented in the study was represented by a fundamental question: "Does entrepreneurial passion play a role in achieving Entrepreneurial Potential?" From this fundamental question, the study problem can be summarized into a set of questions.

- Do investors in the organizations under study have a clear understanding of the study variables (entrepreneurial passion and Entrepreneurial Potential)?
- What is the level of influence and correlation between the study variables (entrepreneurial passion and Entrepreneurial Potential) and their dimensions among the study sample investors?
- What is the level of positive influence of entrepreneurial passion on Entrepreneurial Potential among the study sample investors?

### The Importance of Research

The importance of the current study lies in understanding the role of entrepreneurial passion in achieving entrepreneurial capability. Organisations face ongoing challenges that require them to adapt and embrace rapid changes. Therefore, entrepreneurial capability is essential for the success of contemporary organisations in this complex environment, as it encompasses the ability to adapt to challenges and changes through the formulation of new visions, strategies, innovations, and risk management.

The importance of entrepreneurial passion lies in the ability to think innovatively about potential opportunities for investment. Entrepreneurial passion fosters motivation and sustained enthusiasm in achieving the vision and transforming ideas into projects. These two qualities drive organisations to embrace innovation and change, enhancing their ability to adapt in the face of challenges. Meanwhile, through entrepreneurial capability, organisations can achieve entrepreneurial resilience by directing creativity and change towards fulfilling their future goals. Investors' interest in entrepreneurial passion contributes to enhancing creativity, innovation, and driving change.

Consequently, the role of entrepreneurial passion in achieving entrepreneurial capability contributes to the development of effective strategies and adaptation to future challenges, as well as achieving success in a dynamic work environment.

The current study is significantly important because it contributes to the following:

1. The importance of the current study crystallises in choosing the educational sector, which is a vital source for meeting the reality of education, and the success of which has positive outcomes on other economic sectors.
2. It offers a scientific framework for a comprehensive model that addresses the study variables from an integrative perspective, starting from problems reflected in outcomes and then recommendations, positively influencing the participants' understanding of the realities of school work and acquiring a future vision for development.
3. It draws the attention of esteemed investors in our local organisations in general, and private schools in particular, to the significance of entrepreneurial passion, as it inspires and motivates entrepreneurs towards seizing opportunities and enhancing a culture of work and its cultural spirit.

### The Objectives of Research

Based on the study problem and its significance, the current study seeks to achieve the following objectives:

1. To determine the level and nature of the availability of the study variables (entrepreneurial passion, entrepreneurial self-efficacy) among the study sample.
2. To identify the nature of the correlation and impact between entrepreneurial passion and entrepreneurial self-efficacy.
3. To measure the level of positive impact of entrepreneurial orientation on entrepreneurial self-efficacy.
4. To provide investors in private schools with a number of recommendations that would enhance the necessary resilience to respond to challenges.

### Hypothetical Plan and Hypothesis Development

Based on an in-depth review of previous scholarly efforts related to the study variables, in addition to addressing the problem, objectives, and importance of the study, this indicates the necessity of constructing a hypothetical model. See Figure (1), which expresses the nature and type of correlation and influence between "entrepreneurial passion and entrepreneurial Potential." This contributes to addressing the study problem, answering its questions, and achieving its emerging objectives. Accordingly, the study model consists of two variables:

1. The independent variable (entrepreneurial passion): It was measured based on two sub-dimensions, namely (harmonious passion, compulsive passion), based on the scale (Feng & Chen, 2020) <sup>[19]</sup>
2. Dependent variable (entrepreneurial Potential): It was measured based on seven sub-dimensions, which were (Pressure management, Fact orientation, Action orientation, Charity, social skill, integrity, and financial education), based on the scale (Ephrem & Murimbika, 2023) <sup>[18]</sup>.

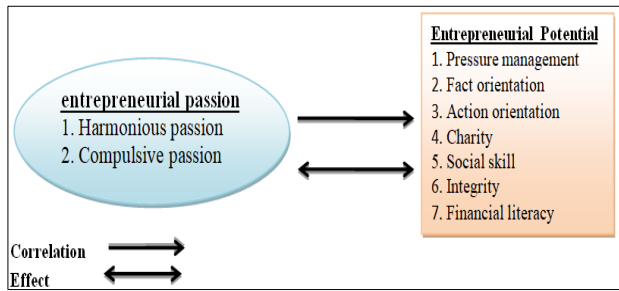


Fig 1: The hypothesis diagram of the study.

**Study Hypotheses**

**H1: There is a significant correlation between entrepreneurial passion and entrepreneurial Potential. The following sub-hypotheses emerge from this main hypothesis:**

- There is a significant correlation between the dimension of harmonious passion and entrepreneurial Potential, with its dimensions (pressure management, fact orientation, action orientation, charity, social skill, integrity, and financial literacy).
- There is a significant correlation between the dimension of compulsive passion and entrepreneurial Potential, with its dimensions (pressure management, fact orientation, action orientation, charity, social skill, integrity, and financial literacy).

**H2: There is a statistically significant effect of entrepreneurial passion on entrepreneurial Potential. The following sub-hypotheses emerge from this main hypothesis:**

1. There is a statistically significant effect of the harmonious passion dimension on entrepreneurial Potential across its dimensions (pressure management, fact orientation, work orientation, charity, social skill, integrity, and financial literacy).
2. There is a statistically significant effect of the compulsive passion dimension on entrepreneurial Potential across its dimensions (pressure management, fact orientation, action orientation, charity, social skill, integrity, and financial literacy).

**The sample of the study**

The study sample represents all investors in private schools in Diwanayah Governorate, as the size of the community amounted to (338) investors distributed over (106) schools

(elementary, intermediate, secondary, and preparatory). In order to measure the level of availability of study variables among the researched sample, the researcher resorted to the comprehensive enumeration method of the study community to indicate the level of importance of these variables to the sample. Due to the availability of capabilities for the researcher in terms of (time, cost), accordingly, (338) forms were distributed, (296) of which were retrieved, with (42) forms not retrieved. After tabulating the data, it was found that there were (9) missing forms, and thus the number of forms valid for analysis was (287) forms.

**The theoretical aspect**

**Entrepreneurial Passion**

**The Concept of Entrepreneurial Passion**

Entrepreneurial potential is the primary trait shared by successful entrepreneurs, whether they operate within a new organisation or manage an existing business. Passion arises from the entrepreneurs' belief that their business will positively impact the lives of others, as creating a positive change in others' lives is the main motivation behind many social initiatives. Successful entrepreneurs are characterised by a forward-looking vision and a strong desire to effect positive change; they work passionately to turn their ideas into tangible realities and are willing to make the necessary efforts and take risks to achieve their vision (Barringer & Ireland, 2019: 441) [5]. With the evolution and advancement of economic globalisation, individuals are choosing to start their own businesses with external support, which not only fosters the economic development of the country but also somewhat alleviates unemployment. Therefore, entrepreneurship plays a significant role in reinforcing individual behaviours by deeply focusing on the psychology and behaviour of entrepreneurs (Feng & Chen, 2020: 2) [19]. In recent years, entrepreneurship has evolved by focusing on the psychological and behavioural activities of individuals and employing emotional theory to explain the behaviours of entrepreneurs. Entrepreneurial Potential represents a fundamental trait that entrepreneurs must possess, which in turn can encourage them to confront challenges and utilise Entrepreneurial Potential as a supportive force for persistence, achieving success and excellence in their ventures (Stroe *et al.*, 2018: 266) [46]. To gain a clearer understanding of the concept of Entrepreneurial Potential, Table (1) illustrates what has been collated regarding the concept of Entrepreneurial Potential from a group of researchers, academics, and practitioners in this field.

**Table 1: Concepts of Entrepreneurial Passion from the Perspectives of a Number of Writers and Researchers**

NO.	Researcher's name, year, and page number	Concept
1.	Stroe <i>et al.</i> , 2018:264 [46]	The driving force and driving capacity of entrepreneurs, which demonstrates their enthusiasm and dedication to achieving success.
2.	Iyortsuun <i>et al.</i> , 2019:1132 [24]	The sum of shared entrepreneurial activities aimed at creating meaning and self-identity for the entrepreneur.
3.	Yi <i>et al.</i> ,2020:323	The continuous pursuit of opportunities and the fulfillment of entrepreneurial tasks and activities.
4.	Warnick <i>et al.</i> ,2021:3 [53]	The motivation to explore new entrepreneurial ideas and projects.
5.	Kiani <i>et al.</i> ,2022:2 [28]	A psychological measure of feelings and emotions, leading to an organizational-level entrepreneurial orientation, ultimately manifesting in the results of technological innovation.
6.	Mannes, 2023:4	The degree of entrepreneurial strength in making entrepreneurial decisions, derived from perseverance and endurance in the face of challenges and difficulties.
7.	Dessie, 2025:260 [14]	The positive tendency toward achieving entrepreneurial activities through achieving excellence in emotional engagement and organizational identity.

In summary, it can be stated that Entrepreneurial Potential represents the enthusiasm, dedication, and self-motivation that an entrepreneur feels to engage in entrepreneurial activities or face challenges in a way that makes their entrepreneurial ideas feasible.

### The Importance of Entrepreneurial Passion

Entrepreneurial potential is a key driver of self-motivation, success, and the transformation of challenges into opportunities, as well as the optimal use of time. Consequently, the importance of entrepreneurial potential is highlighted in the following points: (Cardon *et al.*, 2013:376; Karimi, 2020:332; Kiani *et al.*, 2022:2; Philippe *et al.*, 2010:918; Luu & Nguyen, 2021:796; Biraglia, 2017:173; Kurpayanidi, 2021:2; Ritika *et al.*, 2023:223; Vizano *et al.*, 2023:273; Rosita *et al.*, 2023:558; Marlapa *et al.*, 2023:263) [28, 26, 37, 30, 41, 50, 33]

- a. Focus on developing business plans for potential investors.
- b. Focus on investors' expectations of emotional, cognitive, and behavioral manifestations.
- c. Assess investors' goals, understand their priorities, and work to effectively optimize their investments.
- d. Focus on the positive emotions that can be achieved through engaging in entrepreneurial activities that are meaningful to the entrepreneur's self-identity.
- e. Motivates entrepreneurs to recognize opportunities and create new businesses.
- f. Is a critical element in motivating entrepreneurial activities.
- g. Examine the relationship between entrepreneurial potential, entrepreneurial intentions, and relevant past experiences.
- h. Entrepreneurial potential is an important link with entrepreneurial orientation and technological innovation, meaning that people with entrepreneurial passion have a strong focus on bringing about change and innovation in various fields.
- i. Entrepreneurial potential is at the core of business management and can enhance innovation and creativity.

### Dimensions of Entrepreneurial Passion

Entrepreneurial tendency can be measured through several dimensions:

- a. **Harmonious Passion:** Harmonious passion refers to individuals independently choosing activities they love, generating positive feelings, and acquiring a holistic experience of it (Cardon & Stevens, 2009: 7) [8]. Hatak *et al.* (2021: 5) [22] noted that harmonious passion is more flexible and effective in committing individuals to a particular activity. When individuals find that they can benefit from the activity, they will commit to it (Thorgren, 2015: 221) [49]. Harmonious passion reflects a healthy and integrated passion for entrepreneurship, and it positively impacts entrepreneurial performance by

enhancing perseverance, creativity, and overall well-being (Liu, 2023: 12; Chen &) [9]. Furthermore, Udin (2022: 81) indicated that harmonious passion is when individuals freely choose their favourite activities, creating positive feelings and experiencing a complete encounter. Additionally, harmonious passion is more adaptable than compulsive passion and is likely to evoke more positive feelings (Feng & Chen, 2020: 3) [19].

- b. **Compulsive Passion:** Ha refers to Compulsive passion, which denotes negative feelings resulting from the negative pressure exerted by individuals when engaging in their preferred activities (Sun, 2020:4). Montiel-Campos (2018:268) [34] stated that when individuals frequently carry negative emotions, they tend to reduce their activity levels or may even cease their engagement altogether. Furthermore, in a competitive environment, Compulsive passion has an advantage over Harmonious passion, and Compulsive passion tends to impose negative consequences on relationships with others (Bakariqbal *et al.*, 2023:6) [4]. Compulsive passion can lead to burnout, subsequently impairing creativity and perseverance (Thorgren, 2015:221) [49]. Additionally, Compulsive passion is a type of passion that is necessary yet insufficient, and it may pose problems in entrepreneurship (Hatak *et al.*, 2021:5) [22]. The detrimental effects of Compulsive passion can be normalised or mitigated through the presence of Harmonious passion and resilience (Cardon & Stevens, 2009:7) [8]. When an emerging entrepreneur faces time pressures and difficult goals, they are likely to invest significant time and effort into the project, which, in turn, fosters the development of Compulsive passion (Collewaert *et al.*, 2016:968) [12].

### Entrepreneurial Potential

#### The Concept of Entrepreneurial Potential

In the early twenty-first century, business organisations identified the importance of entrepreneurial passion in building and developing creative intellectual thought (Chukhray *et al.*, 2021:1) [10], and the intentions that precede behaviour and the desire to exert effort in carrying out business are merely determinants that follow the individual's attitudes and personal standards and motivate them to exert further effort in order to achieve the desired goals. Entrepreneurial passion is considered one of the main drivers of change and facing challenges, and capable entrepreneurs contribute to providing innovative solutions to the obstacles that affect organisations from surviving in various social and economic competitive environments, thereby enhancing the entrepreneurial capacity of business leaders in terms of promoting sustainable development (Parreira *et al.*, 2018:144) [36]. To accurately and clearly understand the concept of entrepreneurial passion, Table (2) illustrates the concept of entrepreneurial passion as defined by a group of researchers and academics in this field.

**Table 2:** Concepts of Entrepreneurial Potential from the perspective of a number of researchers and academics

No.	Researcher's name, year, and page number	Concept
1.	Maksimov & Anna, 2018:133 <sup>[32]</sup>	Behavioral foundations associated with organizational culture that contribute to improving and building the organization's internal system.
2.	Mukesh <i>et al.</i> , 2018:261 <sup>[35]</sup>	It is the individual's willingness to undertake the task of developing the organization's entrepreneurial activities, both now and in the future.
3.	Vodă & Florea, 2019:2 <sup>[51]</sup>	A set of characteristics aimed at enhancing the skills, flexibility, adaptability, creativity, problem-solving, and innovation of entrepreneurs.
4.	Afridila & Alansa, 2020:3 <sup>[11]</sup>	An individual's intention to develop a business to achieve goals.
5.	Aparicio <i>et al.</i> , 2021:2 <sup>[3]</sup>	The skills and knowledge that entrepreneurs possess to engage in the workplace.
6.	Simbeko <i>et al.</i> , 2023:1 <sup>[45]</sup>	A means of enhancing human capital capabilities by reducing unemployment and increasing the organization's ability to utilize resources to achieve sustainable development.
7.	Voronov <i>et al.</i> , 2023:63 <sup>[52]</sup>	The extent to which an entrepreneur can identify problems that require more effective and innovative participation within the organization in order to better direct the capabilities of employees to support them.

At the outset, it can be said that the concept of entrepreneurial passion represents the entrepreneurial capabilities and the psychological readiness that enable the entrepreneur to effectively deal with the challenges and demands of work in a complex environment, relying on providing the necessary capabilities and resources to assist them in making decisions and responding to changes in the complex environment.

### The Importance of Entrepreneurial Potential

The importance of entrepreneurial passion is highlighted in encouraging entrepreneurs to engage in the organisation's business activities by assessing individuals' capabilities within the organisation and assisting them in developing their skills and competencies in a manner that contributes to achieving the organisation's objectives (Raikhola & Chandra, 2023:1153) <sup>[45]</sup>. Moreover, there are significant points regarding entrepreneurial competence that are beneficial to the organisation (Raymbaev *et al.*, 2017:144; Heshmati & Gheitury, 2022:2; Rijati *et al.*, 2018:12; Krueger & Brazeal, 2018:201; Surikova *et al.*, 2013:8) <sup>[46, 30, 47, 36, 55]</sup>.

- a. Entrepreneurial passion contributes to leveraging potential capabilities to develop and respond to challenges.
- b. It encourages the desire to continually and periodically develop cognitive and behavioral skills.
- c. Entrepreneurial passion represents a dynamic system of entrepreneurial traits.
- d. It contributes to creating new job opportunities that positively enhance employment levels and reduce unemployment rates in society.
- e. It contributes to evaluating available alternatives and selecting the best alternatives in terms of time and cost.
- f. It enhances the ability to simultaneously adapt to various tasks, engage easily within these tasks, and collaborate to accomplish them.
- g. It is a major source of innovation and creativity in performing business efficiently and effectively.
- h. It represents the ability of entrepreneurs to bring about positive change through their resources in the face of the challenges they face.

### Dimensions of Entrepreneurial Potential

Entrepreneurial Potential can be measured through seven dimensions:

- a. **Pressure management:** Entrepreneurs find themselves in a race against time. They need to meet market and customer demands in record time, and make quick and appropriate decisions. In addition, they must be able to

adapt to rapid changes in the market, technology, and competitive developments (Dolan & Rajak, 2018: 53) <sup>[23]</sup>.

- b. **Fact orientation:** Fact orientation is closely linked to effective team performance, as it represents a key characteristic for improving employee satisfaction in the early stages of work. It also improves the organization's ability to understand the overall team and the resources needed to improve employee satisfaction. Teamwork increases in the workplace over time, leading to better outcomes for member productivity. The ability to work as a team is a fundamental skill and foundation for achieving organizational success. Therefore, members need to learn and develop high-level skills that are consistent with the requirements necessary to achieve the organization's long-term goals (Johnson *et al.*, 2011: 2330) <sup>[32]</sup>.
- c. **Action orientation:** Work design represents the process by which work is defined, adapted, and the tasks that employees can perform are identified and improved in a way that achieves high efficiency, effectiveness, and productivity (Santos *et al.*, 2019: 140) <sup>[50]</sup>.
- d. **Charity:** Charity plays a crucial role in fostering entrepreneurial passion by integrating social and environmental dimensions into organizational activities (Shahzad *et al.*, 2021: 4207) <sup>[51]</sup>. Charity contributes to achieving social and environmental benefits, in addition to generating financial profits and building strong relationships with customers and investors (Ajina *et al.*, 2020: 576) <sup>[9]</sup>.
- e. **Social skills:** The importance of social skills is highlighted in enabling entrepreneurs to achieve success and positively impact their communities and the business world (Dimitriadis & Koning, 2022: 8636) <sup>[22]</sup>. Good communication skills include the ability to express themselves clearly and absorb information effectively. Effective communication is essential for building strong relationships with customers, partners, investors, and the work team (Khair & Misnawati, 2022: 173) <sup>[34]</sup>.
- f. **Integrity:** Integrity relates to the extent to which an organization adheres to ethical principles related to honesty, justice, and fairness (Gustafsson *et al.*, 2020: 6) <sup>[28]</sup>. In turn, (Ghanem *et al.*, 2020: 3) <sup>[27]</sup> argues that integrity refers to employees' good faith in making real, genuine, and ethical efforts that contribute to the implementation of required tasks with high credibility.
- g. **Financial literacy:** Good financial education and planning are essential elements for the success of

entrepreneurial projects. Financial literacy helps entrepreneurs identify appropriate sources of funding, determine the financial needs of the project, and develop strategies to obtain the necessary funding (Dal Mas *et al.*, 2023: 1160) <sup>[20]</sup>.

**Practical Aspect  
Coding and Description of Study Variables and Dimensions**

In order to facilitate the process of statistical analysis and understanding of results, the variables and dimensions have been coded with symbols, and thus Table (3) illustrates this.

**Table 3:** Coding and Description of Study Variables and Dimensions

Variables	Sub-dimensions	NO.	Code		Source
Entrepreneurial Potential	Harmonious passion	7	EPHP	ENPA	Feng& Chen,2020 <sup>[19]</sup>
	Compulsive passion	7	EPCP		
entrepreneurial passion	Pressure management	4	EPPM	ENPO	Ephrem& Murimbik, 2023 <sup>[18]</sup>
	Fact orientation	3	EPFO		
	Action orientation	3	EPAO		
	Charity	3	EPCH		
	Social skill	3	EPSK		
	Integrity	3	EPIN		
	Financial literacy	3	EPFI		

**Testing the Normal Distribution (Modernity) of Study Variables**

The results from Table (4) indicate that the variables Entrepreneurial Potential and entrepreneurial passion are normally distributed, as their compliance with the rule at a significance level greater than (0.05) suggests accepting the

null hypothesis, which states that the data drawn from the study sample follows the normal distribution model when the p-value is greater than (0.05), and rejecting the alternative hypothesis, which posits that the data drawn from the study sample does not follow the normal distribution model when the p-value is less than (0.05).

**Table 4:** Results of the Normal Distribution Test of Study Variables

NO.	Kol-Smia	Sig.	decision	NO.	Kol-Smia	Sig.	decision
EPHP1	0.218	P > 0.05	Its paragraphs meet the distribution condition.	EPPM1	0.190	P > 0.05	Its paragraphs meet the distribution condition.
EPHP2	0.208			EPPM2	0.206		
EPHP3	0.200			EPPM3	0.206		
EPHP4	0.211			EPPM4	0.199		
EPHP5	0.206			EPFO1	0.202		
EPHP6	0.227			EPFO2	0.182		
EPHP7	0.205			EPFO3	0.206		
EPCP1	0.201			EPAO1	0.215		
EPCP2	0.205			EPAO2	0.196		
EPCP3	0.219			EPAO3	0.202		
EPCP4	0.206			EPCH1	0.206		
EPCP5	0.198			EPCH2	0.215		
EPCP6	0.211			EPCH3	0.215		
EPCP7	0.210			EPSK1	0.200		
		EPSK2	0.191				
		EPSK3	0.213				
		EPIN1	0.174				
		EPIN2	0.206				
		EPIN3	0.215				
		EPFI1	0.196				
		EPFI2	0.202				
		EPFI3	0.206				

**Statistical Description  
Description and Diagnosis of the Dimensions of Entrepreneurial Passion**

The results in Table (5) show that the overall mean for the variable entrepreneurial passion reached (3.58), with a high answer level, and a standard deviation of (0.730), resulting in a coefficient of variation of (20.39), with a relative importance of (72%), indicating a passion and desire to engage in entrepreneurial activities. This suggests that investors recognise the significance of this variable, as they are driven to participate in tasks, commit to efforts, make decisions, and build positive relationships with others, and the variable was measured through two dimensions. Regarding the dimension of Harmonious passion, which

ranked first, it obtained the highest mean of (3.63), with an Answer level of High, a standard deviation of (0.772), and a coefficient of variation of (21.27), along with a relative importance of (73%), which means that investors feel a compelling desire to engage in business, as Harmonious passion is a healthy and integral passion for entrepreneurship, and is more adaptable and effective in commitment to an activity, enhancing performance through perseverance and creativity. As for Compulsive passion, which came in last place, it received an average score of 3.52, a high answer level, with a standard deviation of 0.718, and a coefficient of variation of 20.40, with a relative significance of 70%, indicating that investors perceive Compulsive passion as involving

themselves in some uncontrollable tasks.

Based on these results, investors in private schools demonstrate a passion for engaging in entrepreneurial activities, as they consider it a part of their lives, recognising the emotional and cognitive value of participation. In

contrast, there is less interest in entrepreneurial activities that are uncontrollable, as they require additional effort, which necessitates the provision of an environment that supports Entrepreneurial Potential in achieving challenging tasks that require both physical and mental effort.

**Table 5:** Description of the Study Sample's Answers to the Dimensions of the Entrepreneurial Passion Variable

Deportation	Mean	Answer direction	Answer level	Standard deviation	Coefficient of variation	Relative importance	Availability level	Order of importance
EPHP	3.63	Agreed	High	0.772	21.27	73%	good	<b>1</b>
EPCP	3.52	Agreed	High	0.718	20.40	70%	good	<b>2</b>
<b>Variable Rate of Entrepreneurial Potential</b>								
Mean	3.58		0.730		standard deviation			
Coefficient of variation	20.39		72%		relative importance			

### Description and Diagnosis of the Dimensions of Entrepreneurial Potential

The results of Table (6) indicate that the overall mean for the variable Entrepreneurial Potential is (3.46), which is classified as a High answer level, with a standard deviation of (0.769) and a coefficient of variation of (22.23), accompanied by a relative importance of (69%), which is a moderate percentage. This suggests that most investors recognise the importance of entrepreneurial passion and most investors strive diligently to adopt new ideas and innovate new businesses to achieve their goals.

Regarding the dimension of Financial literacy, which ranked first, it received a highest arithmetic mean of (3.52), with an Answer level of High, a low standard deviation of (0.508), and a coefficient of variation of (14.43), with a relative importance of (70%). This indicates that investors have an interest in Financial literacy, through understanding financial fundamentals, the financial needs of the project, identifying

sources of funding, and managing financial costs.

In terms of the Charity dimension, it ranked last, achieving the lowest mean score of (3.36), with a high Answer level, and a low standard deviation of (0.505), alongside a coefficient of variation of (15.03), and a relative importance of (67%); this indicates that investors perceive greater significance in the Financial literacy dimension compared to Charity, suggesting that concerns regarding Charity have less impact on their entrepreneurial activities.

Based on these results, investors have a vision towards enhancing their capabilities concerning financial direction, viewing it as an important tool for achieving their objectives. Conversely, there is less interest in charity, indicating the need to strengthen charity strategies by implementing charitable programmes that meet community needs and contribute positively to improving social and environmental conditions, as well as fostering positive relationships with clients.

**Table 6:** Description of the Sample's Answers to the Dimensions of the Entrepreneurial Potential Variable

Deportation	mean	Answer direction	Answer level	Standard deviation	Coefficient of variation	Relative importance	Availability level	Order of importance
EPPM	3.51	Agreed	High	0.686	19.54	70%	Good	2
EPFO	3.48	Agreed	High	0.548	15.75	70%	Good	4
EPAO	3.46	Agreed	High	0.498	14.39	69%	Good	5
EPCH	3.36	Agreed	High	0.505	15.03	67%	Good	7
EPSK	3.50	Agreed	High	0.749	21.40	70%	Good	3
EPIN	3.42	Agreed	High	0.615	17.98	68%	Good	6
EPFI	3.52	Agreed	High	0.508	14.43	70%	Good	1
<b>Variable Rate of entrepreneurial passion</b>								
Mean	3.46		0.769		standard deviation			
Coefficient of variation	22.23		69%		Relative importance			

### Hypothesis Testing

#### H1: There is a significant correlation between entrepreneurial passion and Entrepreneurial Potential

The results of the study presented in Table (7) indicate a positive correlation between the variable Entrepreneurial Potential and the variable entrepreneurial passion according to the Cohen *et al.* (1983) index, where the correlation coefficient value was (0.973) at a significance level of less than (0.01), indicating a reliability degree of (0.99). This suggests that entrepreneurial inclination is strongly related to entrepreneurial passion. Entrepreneurial Potential acts as a

driver towards innovation, creativity, and the development of appropriate solutions to environmental challenges, which contributes to achieving the ability to deal efficiently and effectively with the demands of work and complex environmental challenges. Furthermore, it is noted that there is a correlation between the dimensions of Entrepreneurial Potential and the dimensions of entrepreneurial passion, ranging from (0.616) between the dimension of Compulsive passion and the dimension of Charity, to (0.839) between the dimension of Harmonious passion and the dimension of Financial literacy.

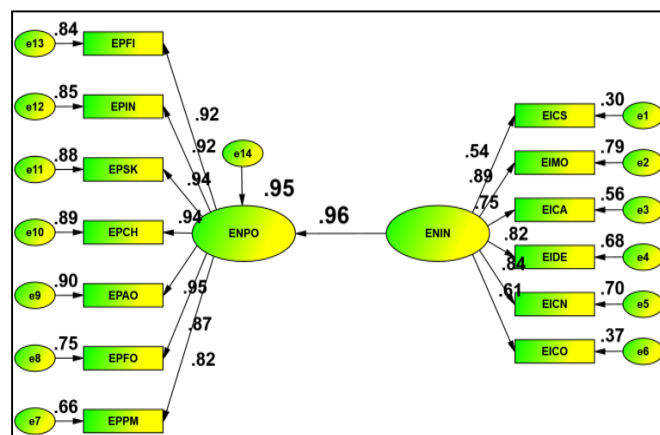
**Table 7:** Correlation Matrix between Entrepreneurial Passion and Entrepreneurial Potential

	Compulsive passion	Harmonious passion	Entrepreneurial Potential
<b>Pressure Management</b>			
R	.819**	.832**	.842**
<b>Fact Orientation</b>			
R	.786**	.837**	.826**
<b>Action Orientation</b>			
R	.741**	.759**	.765**
<b>Charity</b>			
R	.616**	.672**	.657**
<b>Social Skill</b>			
R	.744**	.771**	.774**
<b>Integrity</b>			
R	.738**	.780**	.775**
<b>Financial Literacy</b>			
R	.838**	.839**	.838**
<b>Entrepreneurial Passion</b>			
R	.839**	.876**	.875**

**H2: There is a statistically significant effect of entrepreneurial passion on Entrepreneurial Potential.**

The results of Table (8) and the data in Figure (2) indicate a significant effect of entrepreneurial passion on Entrepreneurial Potential, as an increase in investors' interest in entrepreneurial passion leads to an improvement in Entrepreneurial Potential. This means that an increase of one unit in entrepreneurial passion results in an enhancement in

Entrepreneurial Potential of (0.922), with a standard error of (0.030), and a critical value equal to (30.733). This suggests that fostering entrepreneurial passion has contributed to the improvement of Entrepreneurial Potential and highlights the importance of focusing on passion as a means to enhance investors' ability to innovate and make effective decisions in a dynamic work environment.



**Fig 2:** Standard model of the effect of Entrepreneurial Passion on Entrepreneurial Potential

The results shown in Table (8) indicate that the entrepreneurial passion variable explains (0.601) of the variation in entrepreneurial ability, while the remaining value is attributed to factors not included in the study. This signifies that entrepreneurial passion has significantly contributed to

explaining the variation in entrepreneurial ability, suggesting that enhancing entrepreneurial passion may positively impact investors' capacity to adapt, innovate, and create in changing work environments.

**Table 8:** Results of the Influence of Entrepreneurial Passion on Entrepreneurial Potential

path	Standard Weight	Standard Error	Critical Value	R <sup>2</sup>	P
ENPA--->ENPO	0.922	0.030	30.733	0.601	0.001

**Conclusions and Recommendations**

**Conclusions**

- a. The results of the descriptive analysis showed that the level of availability amongst investors was moderate, as their ability to handle sudden environmental situations and challenges often proved difficult.
- b. There exists a correlation and impact relationship between entrepreneurial passion and Entrepreneurial Potential, indicating that entrepreneurial passion

- enhances Entrepreneurial Potential, which contributes to individuals' ability to effectively confront challenges and renders their entrepreneurial ideas feasible.
- c. The study results clarified that investors possess a passion for business, valuing the emotional significance of their participation in it, linking it to their personal experiences and an increased love for their work, with harmonious passion ranking first followed by obsessive passion, indicating a desire to pursue their achievable

- and controlled entrepreneurial enterprises.
- d. The study results suggest that the dimension of harmonious passion is of the highest importance as it constitutes a healthy and integral passion for entrepreneurship, being more resilient and effective in task commitment, and influencing performance through perseverance and creativity.
  - e. The results indicate that investors possess good skills in managing work pressures, enabling them to maintain a positive attitude, despite feeling stressed when facing tight deadlines.
  - f. The study results show that the dimension of charitable work among the study sample ranked last, indicating that concerns related to charitable activities have less impact on their entrepreneurial ventures.
  - g. The study results suggest that the dimension of financial education among the study sample is the most important, meaning that most investors have a clear vision towards enhancing their financial capabilities, considering it a key tool in achieving their goals.

### Recommendations

- a. Investors must identify the level of both entrepreneurial passion and entrepreneurial capability, and work to enhance these levels through training programmes and workshops, due to the correlation between entrepreneurship, entrepreneurial passion, and entrepreneurial capability, which aids in effectively seizing available opportunities.
- b. It is important for the Ministry of Education and relevant entities to develop working environments that encourage the enhancement of entrepreneurial passion among investors, as this serves as a compass towards entrepreneurial capability in order to achieve their goals and aspirations for the future.
- c. Investors should clearly define their objectives in a realistic manner and lean towards creative thinking without taking on tasks beyond their capabilities, as it is essential to focus on positive experiences that enhance entrepreneurial passion towards entrepreneurial opportunities, which may lead to achieving entrepreneurial capability and greater positive outcomes in their fields.
- d. Investors need to foster a culture of determination and perseverance by putting in as much effort as possible in completing tasks and adopting promising new ideas that positively contribute to their ability to flexibly seize opportunities, thus ensuring the success of their projects in achieving their objectives.
- e. Raising investor awareness of the importance of integrating humanitarian principles and charitable actions into all aspects of entrepreneurial work through a strategic approach that involves implementing charitable projects and programmes that meet community needs and contribute to improving social and environmental conditions.
- f. Investors should enhance pressure management strategies at work, and it is advisable to manage good planning and time management effectively, activating work teams to foster team spirit and following the principle of prioritising tasks to enhance the effectiveness of investment operations and achieve entrepreneurial capacity, which in turn contributes to achieving the desired objectives flexibly.
- g. Inviting investors to pay attention to and focus on financial skills for effectively managing financial matters related to making sound financial decisions, setting financial priorities, controlling costs, and management.

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