

THE SUSTAINABLE DEVELOPMENT OF THE MARITIME INDUSTRY TOWARD ENTREPRENEURSHIP EMPOWERMENT: SMEs IN JORDAN

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Abstract

The current study aimed to examine the relationship between sustainable development and entrepreneurship empowerment at the SMEs in the maritime industry in Jordan, to achieve the objective of the study, the qualitative approach was followed through the use of a semi-structural interview to collect data from the study sample, which included (15) managers working in small and medium companies in the maritime sector in Jordan. The results of the study have shown that the study sample's perceptions of the sustainable development factors contribute to the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan can be classified into two categories, first category which was represented by eight participants (66.7%) of the study sample, believes that sustainable development factors contribute to the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan was high and excellent, while second category which was represented by seven participants (33.3%) of the study sample, believes that the sustainable development factors contribute to the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan was average and rather good at the present time. The study sample's perceptions of the sustainable development factors affect the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan can be classified into two categories, first category which was represented by twelve participants (80.0%) of the study sample, believes that sustainable development factors affect the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan was high and excellent, while second category which was represented by three participants (20.0%) of the study sample, believes that the sustainable development factors affect the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan was average and rather good at the present time. In the light of these results, the study recommended the need to improve and develop the level of commitment of the companies under study to the factors of sustainable development and to activate them in a better way, due to their great importance and their clear role in improving the performance of companies.

Keywords: Sustainable, Entrepreneurship Empowerment, Maritime Industry, SMEs, Jordan.

1. Introduction

Entrepreneurial behaviour is the result of the individual efforts of proactive individuals and their ideas within the organizations, and since the adoption of entrepreneurial behaviour by organizations is one of the effective means of creating, revitalizing and reviving organizations to face changing environmental conditions, in a way that guarantees organizations a competitive advantage that allows them to expand their market share and achieve sustainable development. These efforts require constant searching for mechanisms to stimulate entrepreneurial behaviour within organizations (Poggesi et al., 2020).

There is no doubt that the term entrepreneurship has witnessed a great deal of attention in the past period, in addition to the fact that all countries have become very interested in the file of entrepreneurship, which is reflected in their achievement of sustainable development, and this context, entrepreneurship has become a strong field and a path towards achieving sustainable development, and this is certainly due to its ability to make a positive impact within the global business community, in addition to what it offers of a new framework for innovation and development, and its ability to provide realistic solutions that are in line with all economic problems and challenges in all sectors of the economy (Ramadani et al., 2015).

The basis of sustainable development is the development of cities and communities, which is mainly through business, whose primary objective is to meet the goals and needs of society through the use of available resources without prejudice to the needs of the world, which affects future generations. The main issue of sustainable development is preserving the environment and not being extravagant or harmful, such as environmental pollution or depleting scarce resources, and among the matters and areas that sustainable development works on are economic growth, social development, and preserving the environment and economic resources (Prohimi et al., 2021).

The problems for sustainable development are as diverse and complicated as the world's human communities and natural ecosystems. Depletion of limited resources (fuel, soil, minerals, species), overuse of renewable energy sources (forests, fish and animals, soil fertility), pollution (air, water, soil), inequality (economic, political, social, racial), and eventually species extinction are all indicators of difficulties (endangered species and endangered soils). The philosophy of sustainable development is convoluted, ambiguous, and complex. But, it is precise because of this uncertainty that sustainable development gains so much of its effect, strength, and innovation (Pantouvakis & Vlachos, 2020).

The role of entrepreneurship lies in creating new ways, not the usual ways that cause depletion and pollution, to invest human energies and natural resources so that its results will reflect positively on both individuals now and in the future, such as innovation to invest in alternative energy means, such as the innovation of electric cars that reduce air pollution. Thus, entrepreneurship is an essential tool for sustainable development, and the development of entrepreneurship has a major role in achieving and activating sustainable development, especially if it is directed towards that (Dutta & Banerjee, 2018).

On the other hand, the international marine sector plays a vital role in global sustainability (Benamara et al., 2019). The marine industry is related to each SDG since it supports global trade and facilitates the global economy. To begin with, the maritime sector has the potential to make a significant contribution to the protection and sustainable use of oceans, seas, and marine resources (Cormier & Elliott, 2017; Virto, 2018).

Corporate responsibility is now a concern not only for huge multinational organisations but also for small and medium-sized firms (SMEs) with limited resources and market strength. Yet, while sustainable development is not a required course for SMEs, it is one of the market methods for a firm to prosper and exist. According to Oly and Iftikhar (2012), the entrepreneurship of SMEs uses all of their resources to achieve success.

According to Jaradat et al. (2019) Jordan's Economic formation is 98% of SMEs, which shows the importance of SMEs for the Jordanian economy, also is important for the world economy for this reason SMEs are attracting many researchers to do research on SME's. According to the Jordan Enterprise Development Corporation (JEDC, 2022), small and medium enterprises are classified into three sectors, namely industry, trade and services. Each sector is divided into three categories, namely micro, small, and medium, and they all vary in the number of employees and annual returns.

2. Problem Statement

In the academic literature, sustainable entrepreneurship is a new area of research that gives empowering entrepreneurship a fresh perspective. Sustainable development entrepreneurship will produce more than just financial gain (Ambepitiy & Gao, 2019; Kuckertz & Wagner, 2010). Through their business endeavours, sustainable entrepreneurs will be managing a triple bottom line (Kuckertz & Wagner, 2010; Tarnanidis, Papathanasiou & Subeniotis, 2017). This involves striking a balance between social, economic, and environmental resilience.

Despite the importance of these variables, there is no study examining the impact of sustainable development of the Maritime Industry towards empowering entrepreneurship in Jordan. Therefore, the lack of studies clarifying the nature of the relationship between these two variables in the marine industries sector in Jordan is considered a research gap which needs to be examined and uncovered.

Given how crucial the marine sector is to attaining the SDGs, it is surprising that there is little study on the SDGs in maritime-related disciplines. Although no SDG specifically addresses the marine industry, several academics blamed the paucity of research on the International Maritime Organization's (IMO) delayed reaction in putting the SDGs into practise (Sciberras & Silva, 2018). As a result, the marine sector is unsure about its position in relation to the SDGs, and the SDGs continue to have a low level of visibility inside the sector (Fleming et al., 2017; Sciberras & Silva, 2018; Islam & Shamsuddoha, 2018; Okafor-Yarwood, 2019).

Given the importance of SMEs in the Jordan Maritime sector and the importance of sustainable development and empowering entrepreneurship for the SMEs, the current study investigates how and to what extent the sustainable development of the Maritime Industry effect empowering

entrepreneurship. The goal of this research is to provide insight into the role of sustainable development towards empowering entrepreneurship in SMEs in the Jordan Maritime sector.

All stakeholders, including government organisations, educational institutions, and even community organisations, have worked in Jordan to empower SMEs. The correct technique, however, has not been discovered to improve MSMEs' competitiveness in the national economy, according to previous research's' (Lampadarijos et al., 2017; Rekkas, 2021; Umar et al., 2018; Jaradat et al., 2019) the empowerment model is still focused on each unique business actor, due to financial and marketing issues, the growth of SME enterprises will be particularly challenging. SME empowerment should take place in groups or according to a cluster model so that SMEs can compete with giant corporations. This also confirms the existence of a research gap in the topic of empowering entrepreneurship in SMEs in Jordan, as the absence of a clear impact requires more studies to reveal the nature of the factors that influence empowering entrepreneurship in SMEs in Jordan.

Based on the above scenario the current study seeks to answer the following questions:

The main research question of the study is:

What is the role of sustainable development in the small and medium enterprises in the Maritime Industry in Jordan towards empowering entrepreneurship?

The following questions arise from this question:

1. What is the level of empowerment of entrepreneurs in small and medium-sized companies operating in the maritime sector in Jordan?
2. What is the level of application of sustainable development factors in small and medium companies operating in the maritime sector in Jordan?
3. What sustainable development factors contribute to the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan?
4. How do sustainable development factors affect the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan?
5. Do the competencies of Jordanian Entrepreneurs contribute to the performance of the Maritime SMEs Industry in Jordan?

3. Research Objectives

The main objective of this study is:

To examine the role of sustainable development in the small and medium enterprises in the Maritime Industry in Jordan towards empowering entrepreneurship.

To accomplish this main objective, the following objectives must be achieved:

1. To identify the level of empowerment of entrepreneurs in small and medium-sized companies operating in the maritime sector in Jordan.
2. To identify the level of application of sustainable development factors in small and medium companies operating in the maritime sector in Jordan.
3. To examine the prominent factors of sustainable development that contribute to the competencies among entrepreneurs in the Maritime SMEs Industry in Jordan

4. To determine the factors of sustainable development that affects the competencies among entrepreneurs in the Maritime SMEs Industry in Jordan.
5. To investigate the entrepreneur's competencies that contributes to the performance of the Maritime SMEs Industry in Jordan.

4. Sustainable Development

That sustainable development has become a work and a method through which society can be moved from a state of underdevelopment and stagnation to a state of progress and strength and towards the path of growth and advancement to what is better and filling and meeting the basic needs of the local population through their efforts and with the support of government agencies, with the aim of creating a local economy capable of sustainability, and create job opportunities for the population, and ensure the optimal use of local resources (Steffen et al., 2015).

There is no doubt that development has become a desired goal for everyone who works in all aspects of life economically, socially, environmentally, politically, and technologically, and in every field that promotes individuals and their well-being. It also became the goal of governments, so it set plans for it and mobilized funds and energies for it. Rather, the matter went beyond the renewal of the concept of development, leading to the recognition of the right of future generations to benefit from the resources and energies of the country, which was later known as sustainable development (Rogelj, McCollum & Riahi, 2013).

The concept of sustainable development began to appear in the international development literature under the influence of new concerns about preserving the environment. As a result of the concerns raised by the famous studies and reports of the Club of Rome about the necessity of preserving depletion natural resources, the environment and the essential balances in ecosystems (Pattberg & Widerberg, 2015).

The use of sustainable development has spread due to the proliferation of environmentally harmful events and the global high degree of pollution. It has also spread in the economic literature of the Third World due to the faltering of many of the application development policies, which led to the exacerbation of external indebtedness and the deterioration of productivity, especially in the industrial sector, as well as to the expansion of social differences in a large number of countries. Rather, it leads to starvation or lack of nutrition in some cases among the poor, whose conditions worsened in the eighties, despite all the investments that were implemented in the previous two decades (O'Connell et al., 2013).

Sustainable development has suffered from a severe crowding of definitions and meanings, due to its multiplicity of uses. Some deal with it as an ethical vision, while others see it as an alternative development model, or perhaps as a way to fix errors and stumbling blocks related to the environment. Some deal with it as an administrative issue and a set of laws and decisions that serve to better inform and plan the utilization of resources (Li et al., 2015).

5. Entrepreneurship

In light of global trends towards focusing on the knowledge economy, deepening the culture of self-employment and easing job restrictions, the importance of entrepreneurial projects and activities comes to take on great importance in supporting the economy and increasing competitiveness locally and internationally, as it is a source of competitive advantage, one of the main pillars and driving force for economic and social development, and one of the outlets for creating economic efficiency and creativity, and the most important incubator for providing job opportunities, as it represents an essential tributary for the growth of the gross product and the improvement of the economic situation of the individual, self-employment and generating a spirit of initiative and competition among youth (Abdullahi, 2009).

Over the past years, entrepreneurship has played a key role in economic development in the expanding global market. Entrepreneurship refers to the concept that involves developing and managing new business ventures; employing creative thinking in that so that these projects can achieve an addition in their areas of work. In addition, the concept of entrepreneurship includes, in one way or another, the good management of projects, and the ability to reach them to the highest levels (Ahiauzu, 2009).

Moreover, in light of the economic competition, learning entrepreneurship has become an urgent necessity to keep pace with the continuous and changing needs of the labour market. Entrepreneurship learning has begun through academic courses and educational programs in light of educational philosophy and policy for entrepreneurship in various stages of education in many countries of the world, and the field of entrepreneurship is spreading at present, through various educational systems, both traditional and electronic, in most universities in the world, many factors have contributed to arousing interest in entrepreneurship and establishing projects, including the suffering of many countries in recent years from economic recession, high unemployment rates, and fluctuations in global markets to a degree not seen in the world since World War II (Garba, 2010).

Entrepreneurship is a process through which a person carries out an activity or practice with the aim of establishing a new enterprise to achieve economic goals, and this person is known as an entrepreneur who creates something of value (Inegbenebor, 2012). Entrepreneurship is defined as creating systems and practices that did not exist within the enterprise by some employees under the supervision of the director to improve its economic performance through efficient utilization of the enterprise's resources (Izedonmi & Okafor, 2010).

The term entrepreneurship is one of the modern terms that have begun to dominate the minds of young people recently, especially since the field is available today more than before to initiate the implementation and application of creative and creative ideas on the ground, in addition to the many tangible benefits that are obtained from business entrepreneurship, whether on an individual or collective level (Mandara, 2012).

Entrepreneurship is also defined as the initiative to design and organize new projects or to carry out unique activities, to meet business needs by discovering opportunities, exploiting them with a

proactive mindset and adopting calculated risk to achieve profits by emphasizing creativity, productivity, work and economic growth (Okhakhu & Adekunle, 2012).

Entrepreneurship is the process of defining a specific business project to start with, focusing on it, providing the necessary resources, organizing them, and taking risks to achieve financial profit (Paul, 2005). It is also defined as the process of creating a new organization or group of organizations or developing existing ones, namely creating one or more new businesses or generally responding to new opportunities (Nasima & Alam, 2014).

6. Research Framework

The current study is concerned with various interpretations of sustainable development in the context of empowering entrepreneurship in the marine industry. As a result, the meanings of this relationship will be examined from the perspectives of Jordanian managers of small and medium enterprises. In brief, the researcher seeks to construct a reasonable assumption that is appropriate for the study's goal. This premise is based on how empowering entrepreneurship is connected to sustainable development. Managers, we feel, utilize them differently. The researcher gave light on the framework strategies utilized to examine the research topic and answer the research questions in this situation. Figure 1 depicts information on the method involved in performing this study.

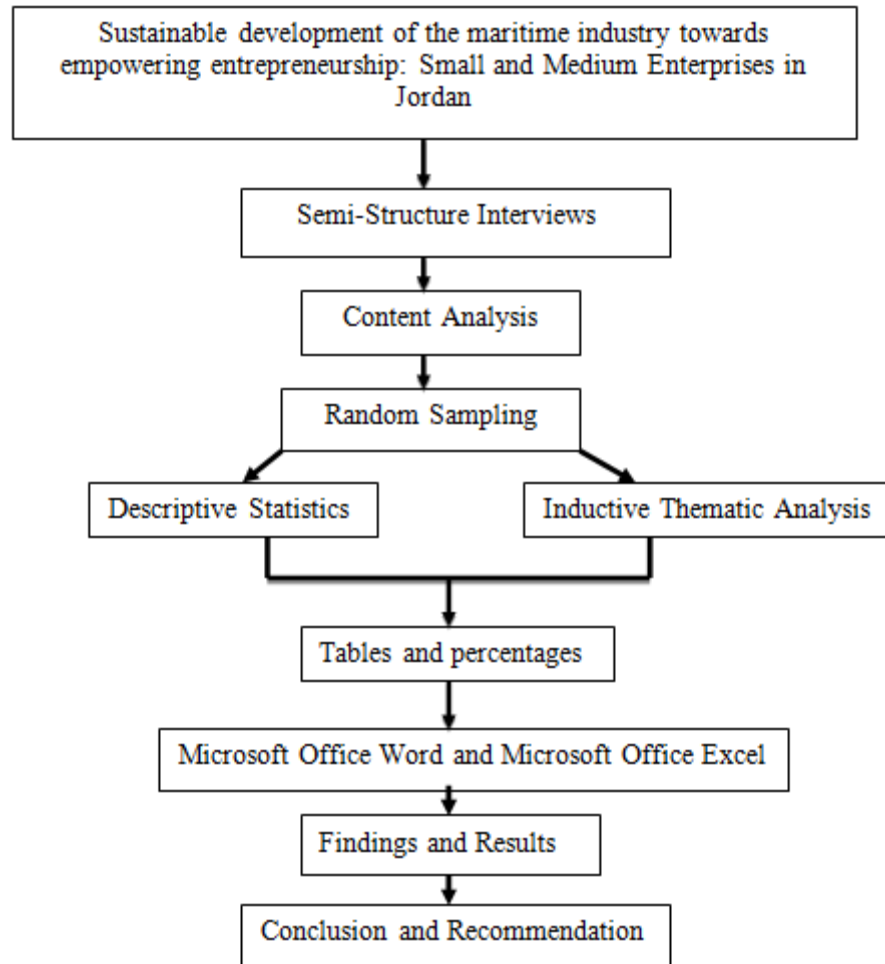


Figure 1. Research Framework

The figure above shows that the qualitative method was used to describe and analyses the sustainable growth of the marine sector towards empowering entrepreneurship, with content analysis being a major methodology in the data analysis process. The primary sources of data gathering are interviews with SME management. In this study, semi-structured interviews are the most effective, advantageous, and primary data collection approach. Inevitably, the utilization of several data-gathering methodologies adds to the research's richness. Researchers mix methodologies to attain certain outcomes that benefit the study's topic. These consequences, as proposed by Brannen (2007), overlap to create perspectives and insights regarding the tested phenomena. Brannen (2007) proposes that each step of the research project necessitates a certain sort of research approach at both the data collecting and data processing phases.

7. Research Design

The researcher will use qualitative research, as described above in the research framework section since it combines qualitative data collecting with quantitative analytic criteria. Textual content analysis, document analysis, argumentation and trains of thought through interviews are

all examples of qualitative approaches. In the current study of analysis, for example, the researcher may declare the number of respondents who affirm the frequency and usage of the terminology in questions in comparison to those who do not confirm. As a result, this study is reliant on qualitative research, even if quantitative method procedures may outnumber qualitative procedures.

To fulfil the study's objectives, the researcher employs a content analysis approach that clarifies and compares numerous positive and negative opinions of the marine industry's sustainable growth towards empowering entrepreneurship. The procedure of gathering data via semi-structured interviews with 15 Jordan marine SME managers, these executives are picked at random.

8. Data-Collection Methods

The interview is an essential form of primary data collection to be employed in this research since it is the most versatile instrument for data collecting and allows for the use of multi-sensory channels of communication: verbal, nonverbal, spoken, and heard (Cohen et al, 2007; Lester & Lester, 2005). Interviews are social interaction venues between the interviewer and the interviewee (Mann, 2010).

Interviews are a data collection tool in which an interviewer asks questions of an interviewee (Easwaramoorthy & Zarinpoush, 2006). Kumar (1996) explains that qualitative study, which uses interviews; the researchers are able to ask a set of pre-determined questions in a face-to-face interaction. Interviews can also be conducted on the telephone and other digital media such as video conferencing tools including Skype. The best approach is however face-to-face interactions (Henderson & Bialeschki, 2002).

Also, as the objective of the qualitative phase of this study was on the exploration of certain topics, having open-ended questions would allow for a richness of data to be captured. The sample for the qualitative phase was geographically spread out to travel to in order to conduct face-to-face interviews. Moreover, a number of steps were adhered to in order to successfully conduct the semi-structured interviews (Qu & Dumay, 2011). Hence, these steps were followed 1) designing the questions and interview protocol, 2) pilot testing the questions, 3) conducting the interview, 4) transcribing the interview, and 5) analysing the data.

As a result, semi-structured interviews will be an important source of data in this study since they elicit immediate and spontaneous replies from interviewees. To summarise, the semi-structured interviews are based on the research questions, objectives, and examination of the literature. However, in order to serve the study efficiently, the researcher may add or eliminate questions that are unrelated or unsuitable to the research topic.

9. Research Respondents

The research population refers to all persons involved in the event being examined by the researcher and the entire group of people with whom the researcher hopes to generalize the results. The current participants in this study are managers working in SME in maritime industry

in the Jordan, and their number is (27) individuals. A sample of them will be selected in order to answer the interview questions about the sustainable development and empowering entrepreneurship.

10. Sample of the Research

In this study, sample will consist of (15) managers working in SME in maritime industry in the Jordan, in order to answer the interview questions.

11. Background of Respondents

According to what has already been established, it is vital to explore the respondents' backgrounds. For instance, their age, academic credentials, gender (male or female), and professional experience. This may result in a diverse set of points of view. Participants in this study were recruited at random and possess Bachelor's and Master's degrees. There will be twelve male managers and three female managers. Their ages range from 33 to 55, indicating that they have sufficient expertise in the nautical business. The researcher does not wish to interview individuals who are inexperienced or under the age of 30. The emphasis will be on experienced individuals with a wealth of expertise. As a result, persons with more than five years of experience were interviewed by the researcher.

12. Analysing the Data

To address the objectives of the qualitative phase the data will analyse based on steps described by Braun and Clarke (2006) for handling qualitative data. Thematic analysis refers to a method of identifying and analysing patterns within qualitative data a theme represents a recurring patterned response within a dataset and captures important information in relation to the research question (Braun & Clarke, 2006).

Thematic analysis can be conducted in two ways – via an inductive or theoretical approach. An inductive approach involves developing themes which are highly dependent on the data. As such, in many cases the themes which are identified can have very little relation to the question that was asked (Nowell, Norris, white & Moules, 2017). Therefore, the inductive approach generates themes from the data while relying minimally on a pre-existing coding scheme (whether from the literature or the researcher's own preconceptions) (Ponelis, 2015). The theoretical approach involves looking for themes in the data in relation to a pre-developed coding scheme or in relation to a specific research question (Braun & Clarke, 2006).

Thematic analysis has been regularly applied to research in the graphic design elements. Thematic analysis in qualitative studies can be used in situations where exploratory research questions are pursued to shed light on an under-explained phenomenon (Walters, 2016). Therefore, thematic analysis was considered the most suitable and beneficial method to analyse the data generated from the qualitative phase of this study. Following guidelines outlined by Braun and Clarke (2006), the thematic analysis of the data was conducted in six steps: 1)

familiarising yourself with the data, 2) generating initial codes, 3) coding the data, 4) searching for themes, 5) reviewing themes, 6) defining and naming themes, and 7) producing the results.

13. Data Analysis and Findings

First Question: What is the level of empowerment of entrepreneurs in small and medium-sized companies operating in the maritime sector in Jordan?

To find out the level of empowerment of entrepreneurs in small and medium companies operating in the maritime sector in Jordan, the researcher conducted in-depth interviews with a number of managers of small and medium companies. The following table represents the classification of the perceptions of the study sample respondents participating in the interview towards the level of empowerment of entrepreneurs in small and medium-sized companies operating in the maritime sector in Jordan, according to their main categories and sub-categories. Table 1: Frequencies and percentages of the study sample's perceptions towards the level of empowerment of entrepreneurs,

Question	Main Categories	Sub Categories	Total	
			Frequencies	percentages
What is the level of empowerment of entrepreneurs in small and medium-sized companies operating in the maritime sector in Jordan?	Level of empowerment of entrepreneurs in small and medium-sized companies operating in the maritime sector in Jordan	First	3	20%
		Second	10	66.7%
		Third	2	13.3%

From the data presented in the previous table, the study sample's perceptions of the level of empowerment of entrepreneurs in small and medium-sized companies operating in the maritime sector in Jordan can be classified into three categories, as follows:

First category: This category, which was represented by three participants (30%) of the study sample, believes that the level of empowerment of entrepreneurs in small and medium-sized companies operating in the maritime sector in Jordan was high and excellent, as small and medium-sized companies are constantly seeking to empower entrepreneurs attracting them and benefiting from their ideas with the aim of developing their performance in a highly competitive environment, and following are some of the comments that the participants referred to: "From my point of view, most of the small and medium-sized companies working in the maritime sector

in Jordan have a high degree of empowerment of entrepreneurs. I mean, I know that there are many young people who have come to us and presented many creative and innovative ideas, and we are reviewing these ideas and implementing most of them, in addition to that I personally provide a great opportunity for my employees to contribute to the development and elevation of the company.”

Second category: This category, which was represented by ten participants (66.7%) of the study sample, believes that the level of empowerment of entrepreneurs in small and medium-sized companies operating in the maritime sector in Jordan was average and rather good at the present time, as some companies are seeking Towards enabling entrepreneurship in a large and permanent manner, while some other companies are still operating in the traditional way without providing an opportunity to enable entrepreneurship. Following are some of the comments that the participants referred to: "In the sense that it is true of a good number of small and medium-sized companies operating in the maritime sector, but the majority of these companies are similar in the way they operate. That is why I believe that the level of entrepreneurship in the small and medium marine projects industry in Jordan is rather average."

Third category: This category, which was represented by only two participants (13.3%) of the study sample, believes that the level of empowerment of entrepreneurs in small and medium-sized companies operating in the maritime sector in Jordan was below average (somewhat acceptable), given that there is a trend It is very weak by small and medium-sized companies operating in the maritime sector in Jordan towards enabling entrepreneurship, in addition to the lack of sufficient interest in the issue of entrepreneurship, and thus some of the comments that the participant referred to: “But despite the importance of entrepreneurship, especially in the field of the maritime sector, I believe that the level of entrepreneurship in our field of work still needs a lot of development and improvement, given that entrepreneurship requires risking business and starting new and innovative tasks. Logical tasks and avoid introducing any new ideas or innovations. Therefore, I believe that the level of entrepreneurship in the small and medium marine projects industry in Jordan is medium or even lower.”

Second Question: What is the level of application of sustainable development factors in small and medium companies operating in the maritime sector in Jordan?

To find out the level of application of sustainable development factors in small and medium companies operating in the maritime sector in Jordan, the researcher conducted in-depth interviews with a number of managers of small and medium companies. The following table represents the classification of the perceptions of the study sample respondents participating in the interview towards level of application of sustainable development factors in small and medium companies operating in the maritime sector in Jordan, according to their main categories and sub-categories.

Table 2: Frequencies and percentages of the study sample's perceptions towards level of application of sustainable development factors

Question	Main Categories	Sub Categories	Total	
			Frequencies	percentages
What is the level of application of sustainable development factors in small and medium companies operating in the maritime sector in Jordan?	Level application of sustainable development factors in small and medium companies operating in the maritime sector in Jordan	First	5	33.3%
		Second	9	66.0%
		Third	1	6.7%

From the data presented in the previous table, the study sample's perceptions of the level of application of sustainable development factors in small and medium companies operating in the maritime sector in Jordan can be classified into three categories, as follows:

First category: This category, which was represented by five participants (33.3%) of the study sample, believes that the level of application of sustainable development factors in small and medium companies operating in the maritime sector in Jordan was high and excellent, Considering that Jordanian laws and legislations are greatly concerned with the application of sustainable development standards, therefore, the majority of companies of all sizes seek to achieve sustainable development factors in a large way, and following are some of the comments that the participants referred to: "I mean, as far as I can tell you with confidence, the small and medium marine enterprise industry in Jordan uses a variety of sustainable development factors to a large extent, and the most important of these factors: providing solutions to issues of poverty, health, education, housing, water and sanitation."

Second category: This category, which was represented by nine participants (66.0%) of the study sample, believes that the level of application of sustainable development factors in small and medium companies operating in the maritime sector in Jordan was average and rather good at the present time, Whereas, small and medium-sized companies operating in the maritime sector in Jordan are making great efforts to implement sustainable development factors due to the importance of these factors, in addition to the laws and regulations that compel the owners of companies to apply these factors, but despite that, there are some shortcomings and weaknesses in this field. Following are some of the comments that the participants referred to: " I mean, frankly, the majority of small and medium-sized companies in the maritime sector do not adhere to this, in the sense that our work mainly depends on natural resources, and we are not fully committed to preserving natural resources in a somewhat shortcoming in this regard, in addition to that in some sustainable development factors they are not properly activated in the scope of

our work, especially with regard to the use of modern technology and methods of correct measurement and evaluation. Certainly, sir, there is a commitment by all companies to sustainable development factors, but if I want to give it a specific level or percentage, I think it is at a somewhat average level."

Third category: This category, which was represented by only one participant (6.7%) of the study sample, believes that the level of application of sustainable development factors in small and medium companies operating in the maritime sector in Jordan was below average (somewhat acceptable), given that there is a trend It is very weak by small and medium-sized companies operating in the maritime sector in Jordan towards enabling entrepreneurship, in addition to the lack of sufficient interest in the issue of entrepreneurship, and thus some of the comments that the participant referred to: "But despite the importance of entrepreneurship, especially in the field of the maritime sector, I believe that the level of entrepreneurship in our field of work still needs a lot of development and improvement, given that entrepreneurship requires risking business and starting new and innovative tasks. Logical tasks and avoid introducing any new ideas or innovations. Therefore, I believe that the level of entrepreneurship in the small and medium marine projects industry in Jordan is medium or even lower."

Third Question: What sustainable development factors contribute to the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan?

To find out the sustainable development factors contribute to the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan, the researcher conducted in-depth interviews with a number of managers of small and medium companies. The following table represents the classification of the perceptions of the study sample respondents participating in the interview towards sustainable development factors contribute to the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan, according to their main categories and sub-categories.

Table 3: Frequencies and percentages of the study sample's perceptions towards sustainable development factors contribute to the empowerment of entrepreneurs.

Question	Main Categories	Sub Categories	Total	
			Frequencies	percentages
What sustainable development factors contribute to the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan?	Sustainable development factors contribute to the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan	First	10	66.7%
		Second	5	33.3%

From the data presented in the previous table, the study sample's perceptions of the sustainable development factors contribute to the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan can be classified into two categories, as follows:

First category: This category, which was represented by ten participants (66.7%) of the study sample, believes that sustainable development factors contribute to the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan was high and excellent, considering that sustainable development factors contribute significantly to improving the work environment by introducing technological technologies and allowing companies to utilize the available resources in the best possible way, this provides the opportunity to enable entrepreneurship and provide a suitable work environment for entrepreneurs to show their creativity, and following are some of the comments that the participants referred to: "Of course, sir, now that you work to achieve the goals of sustainable development and possess its factors and elements, it will certainly provide you with a lot of great assistance in developing and improving your business, especially by providing a suitable work environment for innovation, which contributes greatly to empowering entrepreneurs and providing them with various opportunities. I mean, yes, sustainable development factors contribute to empowering entrepreneurs in the small and medium marine enterprises industry in Jordan."

Second category: This category, which was represented by five participants (33.3%) of the study sample, believes that the sustainable development factors contribute to the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan was average and rather good at the present time, whereas, despite the contribution of sustainable development factors in enabling entrepreneurship and providing a fertile environment for it, the lack of commitment of small and medium-sized companies in the maritime sector in Jordan to comprehensively adopting sustainable development factors led to weakening their contribution to enabling entrepreneurship. Following are some of the comments that the participants referred to: " Look, sure, it is true that we do not activate the use of sustainable development factors to a large extent, but frankly, sustainable development factors have many and great contributions, oh, oh, also, in empowering entrepreneurs, because they provide a set of important and necessary elements for business development, but our failure to activate sustainable development factors well made their contribution to empowerment entrepreneurship is rather average".

Fourth Question: How do sustainable development factors affect the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan?

To find out the sustainable development factors affect the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan, the researcher conducted in-depth interviews with a number of managers of small and medium companies. The following table represents the classification of the perceptions of the study sample respondents participating in the interview towards sustainable development factors affect the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan, according to their main categories and sub-categories.

Table 4: Frequencies and percentages of the study sample's perceptions towards sustainable development factors affect the empowerment of entrepreneurs

Question	Main Categories	Sub Categories	Total	
			Frequencies	percentages
How do sustainable development factors affect the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan?	Sustainable development factors affect the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan.	First	12	80.0%
		Second	3	20.0%

From the data presented in the previous table, the study sample's perceptions of the sustainable development factors affect the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan can be classified into two categories, as follows:

First category: This category, which was represented by twelve participants (80.0%) of the study sample, believes that sustainable development factors affect the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan was high and excellent, as the factors of sustainable development greatly affect the empowerment of entrepreneurs in the small and medium marine projects industry in Jordan, especially by providing an appropriate environment to enable entrepreneurship through making maximum use of natural resources and providing all technological techniques and administrative methods capable of enabling entrepreneurship, and following are some of the comments that the participants referred to: "I mean, sustainable development factors can affect entrepreneurship and enable it on three levels, the short term through which tangible changes occur in the society's economy (creating job opportunities, generating output, or increasing savings), or the medium term: the effects of sustainable development factors are evident on empowering entrepreneurs in being a potential model that works on the welfare of society and improving its conditions, and then the success of entrepreneurship is measured by its ability to increase productivity and development projects, and finally the long term: the most important contribution of entrepreneurship occurs in the long term, and is measured by its ability to create and invest in social capital."

Second category: This category, which was represented by three participants (20.0%) of the study sample, believes that the sustainable development factors affect the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan was average and rather good at the present time, As the factors of sustainable development affect well and moderately empowering entrepreneurship, but the inability of small and medium companies in the maritime sector in Jordan to effectively activate the factors of sustainable development indicates that there are no significant effects on enabling entrepreneurship, and this is what led to the impact value not reaching to the desired level. Following are some of the comments that the participants referred to: " Look, sure, it is true that we do not activate the use of sustainable development factors to a

large extent, but frankly, sustainable development factors have many and great contributions, oh, oh, also, in empowering entrepreneurs, because they provide a set of important and necessary elements for business development, but our failure to activate sustainable development factors well made their contribution to empowerment entrepreneurship is rather average".

Fifth Question: Do the competencies of Jordanian Entrepreneurs contribute to the performance of the Maritime SMEs Industry in Jordan?

To find out the the competencies of Jordanian entrepreneurs contribute to the performance of the Maritime SMEs Industry in Jordan, the researcher conducted in-depth interviews with a number of managers of small and medium companies. The following table represents the classification of the perceptions of the study sample respondents participating in the interview towards the competencies of Jordanian Entrepreneurs contribute to the performance of the Maritime SMEs Industry in Jordan, according to their main categories and sub-categories.

Table 5: Frequencies and percentages of the study sample's perceptions towards the competencies of Jordanian Entrepreneurs contribute to the performance.

Question	Main Categories	Sub Categories	Total	
			Frequencies	percentages
Do the competencies of Jordanian Entrepreneurs contribute to the performance of the Maritime SMEs Industry in Jordan?	The competencies of Jordanian Entrepreneurs contribute to the performance of the Maritime SMEs Industry in Jordan.	First	10	66.7%
		Second	5	33.3%

From the data presented in the previous table, the study sample's perceptions of the competencies of Jordanian entrepreneurs contribute to the performance of the Maritime SMEs Industry in Jordan can be classified into two categories, as follows:

First category: This category, which was represented by ten participants (66.7%) of the study sample, believes that sustainable development factors affect the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan was high and excellent, as the presence of highly qualified and skilled entrepreneurs contributes greatly to improving the work environment in small and medium enterprises in particular and all other forms of companies in general, given that the efficiency of entrepreneurs provides various opportunities to improve the performance of companies in a highly competitive environment, and following are some of the comments that the participants referred to: "In my opinion, uh, we can talk first in general, the competencies of entrepreneurs contribute significantly to the development and improvement of the performance of any company if they are used effectively and correctly, and this is evident in many companies

and countries, but with regard to our field of work in the Jordanian maritime sector, I think it is the percentage of the contribution of the competencies of pioneers Jordanian businesses in the performance of the small and medium marine projects industry in Jordan exceed 70%, and this percentage may be a little less”.

Second category: This category, which was represented by five participants (33.3%) of the study sample, believes that the sustainable development factors affect the empowerment of entrepreneurs in the Maritime SMEs Industry in Jordan was average and rather good at the present time, As the factors of sustainable development affect well and moderately empowering entrepreneurship, but the inability of small and medium companies in the maritime sector in Jordan to effectively activate the factors of sustainable development indicates that there are no significant effects on enabling entrepreneurship, and this is what led to the impact value not reaching to the desired level. Following are some of the comments that the participants referred to: "there is no doubt; there is no doubt, that the percentage is small, but this is not due to the weak competencies of Jordanian entrepreneurs or their lack thereof. On the contrary, in our field of work in particular and in other fields, you can meet millions of entrepreneurs with competence and skill, but the problem is that we are not given an opportunity to provide something. Those who know, and if they are given an opportunity to work in any sector, the level of their influence on changing work methods is small, which means that they do not present any creative and innovative ideas, and this is because of the bureaucracy of work and not allowing the development of work methods in practice".

14. Conclusion

The current study aimed at revealing the impact of sustainable development factors in empowering entrepreneurs in small and medium-sized companies operating in the maritime sector in Jordan (15) manager of small and medium-sized companies, where interview questions asked the managers, on the two topics of sustainable development and the empowerment of entrepreneurs and the relationship between them. The results of the study showed that the factors of sustainable development greatly affect the empowerment of entrepreneurs, according to the opinions of the study sample.

The study found that the term entrepreneurship refers to the concept of developing and managing commercial projects in order to earn profits by taking risks and taking many risks. Entrepreneurship can simply be defined as the desire to start a new business. Entrepreneurship plays an essential and vital role in economic development for the global market.

Also, small and medium-sized companies operating in the Jordanian maritime sector have a fairly good commitment to the factors of sustainable development, due to the laws and regulations issued by the Jordanian government, which encourage companies and urge them to adhere to the factors of social development.

In addition to the need to realize the fact that humanity on this planet lives in a rapidly changing world of economic, commercial and societal transformations, rather than natural changes. And

here comes our role, we experts in sustainable development or sustainability, towards strengthening the pioneering role of the entrepreneurial sector, and clarifying the optimal and valuable picture of the basic role of entrepreneurship represented in being a major tool for sustainable development, and developing this economic and commercial entity and its significant role in achieving and stimulating sustainable development, here, it became mandatory for entrepreneurs to achieve sustainable growth and secure a future for entrepreneurship in a way that preserves the environment in entrepreneurial projects.

In this context, the role of sustainability is to enhance the aspirations and aspirations of entrepreneurship through the strategy pursued by sustainability in the development of cities and societies, which is mainly through business and whose primary objective is to meet the goals and needs of society through the use of available resources without prejudice to the needs of the world, which affects the next generations. Among the issues and areas that sustainability works on are: economic growth, social development, preserving the environment and resources, and here comes the role of entrepreneurship, which is considered a complement to the wheel of economic and commercial development in the sustainable approach towards economic development and a better future for human societies.

In lights of the results, the study recommended and suggested the following:

1. The need to improve and develop the level of commitment of the companies under study to the factors of sustainable development and to activate them in a better way, due to their great importance and their clear role in improving the performance of companies.
2. The need to develop the capabilities of the companies under study to empower entrepreneurs and how to deal with them and attract them, because they have the most obvious role in developing the performance of companies and improving their capabilities.
3. Holding courses and workshops for company owners in Jordan on the importance of sustainable development factors and their significant role in empowering entrepreneurs.
4. Conducting more studies and research on the issue of empowering entrepreneurs in Jordanian companies in various sectors, with the need to focus on conducting quantitative and qualitative studies.
5. Conducting more studies and research with the aim of identifying the factors influencing the empowerment of entrepreneurs and the factors of sustainable development in various sectors.

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