

The role of Entrepreneurial Orientation in achieving Organizational prosperity An analytical study of a sample of administrative leaders in private universities in the Kurdistan region.

- **Author(s):** Zhwan Fathi Sharif ,kadhim Faraj Aref
- **Abstract:** This study aims to identify the correlation and impact relationship between the Entrepreneurial Orientation represented by (innovativeness, proactiveness, risk-taking, autonomy, competitive aggressiveness) and Organizational prosperity which consists of the dimensions of (creativity, intellectual capital, strategic agility, sustainable competitive advantage) through field application in universities. The study relied on a questionnaire sent to professors for their professional opinions as a basic tool for collecting primary data from the members of the study community represented by (the presidents of universities, their assistants, deans and their assistants and heads of scientific departments). Based on the five-point of Likert scale in Choosing the exact answer, the study sample amounted to (112). The nature of the correlative and influencing relationship between the two variables of the study represented by the Entrepreneurial Orientation as the independent variable and the Organizational prosperity as the dependent variable. In order to achieve the foregoing a hypothetical model was built that determined the nature of these relationships, and a group of main and sub-hypotheses was split from it. The groups which were tested had their results extracted through statistical treatments for the collected data and the use of appropriate statistical methods through the Statistical Packages for Social Sciences (SPSS) program. The results showed support for the study's hypotheses, objectives and the validity of its model, thereby leading to a set of conclusions in which the most important were: The results of the statistical analysis showed that there is a strong significant correlational relationship between the dimensions of Entrepreneurial orientation (combined) and Organizational prosperity in private universities. This demonstrates that the more administrative leaders apply and use the dimensions of the entrepreneurial orientation in the universities investigated, the greater their capabilities in achieving organizational prosperity. The results of the study showed a significant impact of the dimensions of the entrepreneurial orientation (combined) in the organizational prosperity in private universities, and this indicates that the more the administrative leaders relied on the entrepreneurial

orientation in the surveyed universities, the more positively this affected the achievement of organizational prosperity. Based on the conclusions of the study, recommendations were also made.

- **Keywords:** Entrepreneurial Orientation, professors, private universities, administrative leaders