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# Studying the Effects of the Dimensions of Cultural Pollution on the Practice of Entrepreneurial Behavior

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**Abstract.** This research dealt with cultural pollution and its impact on the entrepreneurial behavior of a sample of teachers from the Islamic University of Najaf, the cultural pollution variable includes four dimensions represented by (values pollution, beliefs pollution, customs pollution, ideologies pollution), while the entrepreneurial behavior variable is a one-dimensional variable. This research relied on the analytical approach to the data collected from the opinions of a sample consisting of (106) teachers at the Islamic University of Najaf, as it includes thirteen colleges, namely ( Quranic and Linguistic Studies, English Language, Islamic Education, Physical Education and Sports Sciences, Medical Laboratory Techniques, Radiology Techniques, Computer Engineering Technology, Refrigeration and Air Conditioning Technology, Building and Construction Engineering Technology, Journalism, Law, Dentistry, Pharmacy). The number of teachers in the college is (233) teachers, and after distributing, receiving and examining the forms, it was found that (106) forms are valid for testing and analysis. The research hypotheses were tested using the simple correlation coefficient, multiple regression analysis, and a number of other appropriate statistical tools to achieve the objectives of the current research using a program (SPSS.v.24), The applied results of the research proved the validity of the hypotheses that were proposed, on the basis of which the researchers concluded a number of results, the most prominent of which is the influence of culture on entrepreneurial behavior. This indicates that different and conflicting values, standards, and ideologies can limit innovation, modernity, and progress. The faculty members' perceptions and awareness also indicated that the workplace is often marred by manifestations of cultural pollution that are embodied in a group of influential actions that contradict their values and behaviors. Therefore, this influence extends to their values, beliefs, ideas, and even their appearance, and this may be one of the reasons behind not practicing entrepreneurial behavior. In light of the results, the researchers formulated a set of recommendations, the most prominent of which are The research sample colleges seek to develop the pioneering behavior of the teachers by assigning the creative individual tasks that raise the motives of challenge to reveal new ideas and address current problems to find effective solutions to eliminate cultural pollution In addition to holding training courses for managers that emphasize staying away from contaminated ideas and values that would harm the ideas, beliefs and behaviors of individuals and thus reflect negatively on the goals of the organization.

**Keywords.** cultural pollution, entrepreneurial behavior, Islamic University of Najaf

## INTRODUCTION AND STUDY METHODOLOGY

The word pollution is often associated with the environment. When we hear the word pollution, environmental pollution often comes to our mind However, this word did not stop its effects on the environment only, but there are types of pollution that may be comparable in severity to environmental pollution, which were revealed by many studies and references such as social pollution intellectual pollution and cultural pollution, In our research, we will address a type of pollution that some may have a simple matter, which is cultural pollution Human nature is concerned with focusing on sensory matters and the seriousness that results from them, ignoring the seriousness that results from moral matters. Man has been affected throughout the ages by the various factors and the environment in which he lives and with which he interacts permanently. When we talk about the factors that affect man and determine his behavior, we can only mention the importance of culture and its impact on the individual and his society. Cultural pollution, in its broadest sense, includes those phenomena and the cultural environment surrounding a person, with which he interacts in a number of ways, and this interaction often leads to a change in

human behavior, including the impact on entrepreneurial behavior Cultural pollution is one of the problems that both developed and underdeveloped societies suffer from. Cultural pollution refers to the spread of extremist, inflammatory and wrong ideas that can affect people and their behavior and behavior. When an employee takes entrepreneurial behavior he seeks to launch a new project or idea and is characterized by the ability to think creatively and innovate and he faces many challenges in an environment that is navigating cultural pollution. It is known that different societies impose different behavioral and value models on individuals so that there is a difference in the requirements and behaviors expected of individuals in different cultures and this in turn directly affects entrepreneurial behavior in these societies. There may be a discrepancy in the concept of leadership and in determining the expected entrepreneurial practices in different cultures. Therefore, it is necessary to search for factors that contribute to the pollution of culture and its impact on entrepreneurial behavior, with the aim of finding appropriate solutions to mitigate the impact of this pollution. Designing a clear healthy and future framework for entrepreneurial work is vital. To bypass cultural pollution. However, in the end it is good leadership and continuous adaptive skills that can maintain entrepreneurial potential in an environment tainted by cultural pollution. In this paper we will discuss the impact of cultural pollution on entrepreneurial behavior in depth, and we will discuss ways that help improve ethical and productivity outcomes in the entrepreneurial work environment. In order to find appropriate solutions to this problem, individuals must work to improve their thinking and increase their meaning and true understanding of the issues problems and opportunities they face. It is also worth noting that improving social and interaction skills can help mitigate the impact of cultural pollution and increase effectiveness in entrepreneurial work

## Research Problem

Entrepreneurship and entrepreneurial behavior have become important goals for organizations and societies in general. Since entrepreneurial behavior represents a set of functions, activities, and procedures involved in realizing opportunities and creating organizations, it includes all conscious behaviors that are implemented in the process of discovering and distinguishing opportunities, providing product / service, exchange, and growth, as it is a function of integrated entrepreneurial resource[21] Entrepreneurship is also associated with the ability to successfully use innovative ideas, as well as being a source of flexibility and innovation and an interesting opportunity for individual career growth. Policies related to education and lifelong learning emphasize the importance of stimulating entrepreneurial behavior [29]. To understand what reinforces or limits these activities and entrepreneurial behavior, it is necessary to understand the factors and determinants, as well as how they influence people's perceptions, attitudes, intentions, and behaviors [13]. One of these factors, as noted by many researchers, is that entrepreneurial behavior, as a complex social behavior, can depend on many different aspects of culture [4]. Thus, organizational culture influences the behavior of members of the organization, and this behavioral influence exists because people act in accordance with their values, since organizational culture is a set of shared values. Therefore, an organization's culture must form an idea of behavior that encourages employees to act in accordance with its culture. This relationship between culture and behavior is the theoretical basis for asserting that culture affects organizational performance [15]. According to the foregoing, individuals in organizations come from different environments and carry with them a set of diverse ideas, beliefs and values that can negatively lead to conflicting ideas and opinions within the organization, which individuals may not be able to accept or deal with, which affects the entrepreneurial practices of individuals and their ability to create and innovate. We live today in a world of technology, competition and entrepreneurship, which reflects negatively on the ability of the organization to achieve its goals of competition, success and innovation. When an individual is exposed to incorrect ideas or inaccurate concepts, this affects his ability to think creatively and act as entrepreneur. This may appear, for example, in his willingness to take on new challenges or try new things in the field of work. Cultural pollution can affect cooperation and positive interactions between individuals in organizations, which reduces productivity and affects the achievement of goals and future vision of organizations. Thus, such a controversy raises a set of questions in which the research problem lies:

1. What is the level of interest in the dimensions of cultural pollution in the surveyed colleges?
2. What is the level of interest in entrepreneurial behavior in the surveyed colleges?
- Is there a correlation between cultural pollution and entrepreneurial behavior?.3
4. Is there an effect of cultural pollution on entrepreneurial behavior?

## Research Objectives

1. Verify the levels of cultural pollution among individuals in the workplace.

Investigate the impact of 2 .Verify the presence of entrepreneurial behavior practices in the workplace.

3. cultural pollution on entrepreneurial behavior

.4. Identify the mechanisms and treatments that can be used to reduce the phenomenon of cultural pollution in communities .

## Importance of Research

1. Studying an important and dangerous phenomenon in society, which is the pollution of ideas, beliefs, and norms, and the negative effects that this phenomenon can have on organizations and communities

2. organizations' awareness of the importance of cultural pollution and working on how to deal with it to promote a clean cultural climate.

3. Providing some solutions that can mitigate the effects of this phenomenon.

4. Helping organizations maintain their cultural identity and benefit from beneficial ideas and beliefs that enhance entrepreneurial behavior and work on their development and encouragement.

## Research Hypotheses

H1: There is a negative correlation between the dimensions of cultural pollution and entrepreneurial behavior.

H2: There is a negative moral effect between the dimensions of cultural pollution and entrepreneurial behavior.

## Hypothetical Scheme

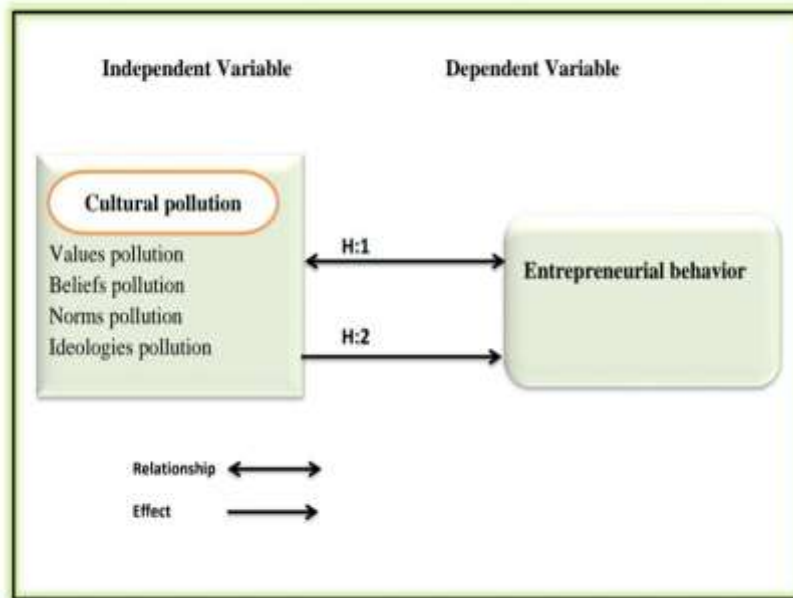


FIGURE 1. Hypothesized model

# LITERATURE REVIEW

## Cultural Pollution

Organizational culture is one of the main areas of management and organizational studies as well as practice. they are important for managers in trying to manage the thoughts and understanding of their subordinates [3], it represents the social and spiritual field of the organization, and is formed by material and immaterial, visible and convincing, conscious and unconscious processes and phenomena, that together determine the consistency of philosophy, ideology, values, problem-solving approaches, and behavioral patterns of company's employees, and are able to propel the organization towards success [30]. Organizational culture evolves and manifests itself differently in different organizations, and one organization cannot claim that its culture is better than another because there is no ideal culture. What prevails is a culture that is suitable for the organization [20] because Culture is not primarily "inside" individuals' heads but rather somewhere "between" the heads of a group of individuals where symbols and meanings are expressed publicly. For example, in working group interactions, in board meetings, but also in material things. culture is therefore central to controlling the understanding of behavior, events, and processes [3].

Culture includes all the behaviors, languages, beliefs, attitudes, and values that individuals learn from others. individuals, and each human group has its own distinct culture, and The cultures of human groups that are in mutual contact tend to become more similar because individuals in one group may learn some of their behaviors, language, beliefs, attitudes, and values from individuals in other groups they interact with [24]. Although there is no agreement on a single definition, there is a consensus that organizational culture is a holistic philosophy with a social structure, which includes assumptions, beliefs, and expectations of behavior; exists at a variety of levels and manifested in a wide range of features of organizational life [10]. Culture can be conceptualized as a pattern of shared beliefs and values that provide a sense of purpose and direction to members of an organization in both negative and positive ways, this emphasizing that culture influences people's thoughts, feelings, and even achievements and behaviors in the context of groups and organizations [23]. that organization culture is the shared mental program of people in an organization, and although treated as a soft concept, it is known to have serious and tangible consequences performance of organizations [9].

There are many factors that lead to such consequences, causing so-called cultural pollution. Large-scale changes have taken place in modern societies, in which explosive knowledge has greatly contributed to changing prevailing cultural patterns in all societies, and thus these changes have affected people's lives and behavior, as matter has eclipsed standards of spirit and morality, and social decay and corruption have prevailed [1]. Therefore, cultural contamination by different groups with different orientations and beliefs can harm the organization, since all organizations fear the negative consequences of this, which could replace positive cultures, since such changes would harm the organization. It will be difficult to get rid of it overnight [26]. Types of pollution are dangerous and threaten society at present, especially young people, and this type of pollution destroys souls and takes them away from their roots. Until it becomes an accumulated reality and a serious problem that threatens the entire society, and without noticing the power of cultural pollution among young people, it is clearly spreading due to the currents and variables to which society is exposed, and this is reflected in their ideas to accept and protect, as the manifestation of this pollution is reflected in their behavior and general appearance, as well as in habits and traditions.

This causes concern and encourages the mind to fight against this phenomenon from the very beginning and limits its ability to play a role in complex processes of development and human construction that allow it to cope with local culture, the realities of the era and future problems [25], and cultural pollution means the degree of influence of cultures that contradict their values and behaviors, so this influence extends to their values, beliefs, thoughts, behavior and even appearance [1] and [26] defines this as the introduction of false practices values and values and working on them strengthening through ignorance and exploitation [2] see this as a process in which an employee's values, beliefs, norms and ideologies have a negative impact on the values, beliefs, norms and ideologies of another person working with him in the same organization, and [25] adds that cultural pollution is "the flow of culture from dominant cultures to less powerful cultures, a type of cultural flow that is contrary to the ideas, principles and principles and behavior of its members.

In view of the seriousness of cultural pollution, it must be measured to know the impact of its dimensions, and we will depend on the dimensions agreed upon by the researchers, which include (value pollution, beliefs pollution, assumptions pollution, ideologies pollution).

1. **Value pollution:** Values have long been acknowledged as significant behavioral variables; through culture, values can be used to assess people's actions and outcomes. Values frequently influence how people act, and they can have an impact on how they choose to comprehend and analyze problems [28]. and A group of common views,

values, and presumptions exist within an organization and are referred to as its culture. Because people rely on these fundamental values to direct their decisions and behaviors, these core values have an effect on how organization members behave. [15]

Values are profoundly ingrained, as well as important to transmit and teach cultural views, and they are also a standard of discrimination that is fair and decent in society [2].

**2. Belief pollution:** Beliefs center on how we think about things, are typically as substantial as our values, and basically represent the assumptions that each individual makes about himself, others, and other events occurring in his surroundings. and the belief is an instinctual conviction that something is real, even if it is unfounded or unreasonable. Here, beliefs can be divided into two categories based on how people express them: fundamental beliefs, which refer to ideas that people have actively considered, and behavioral beliefs, which are components that emerge when a person is not actively participating in the action [11]. These assumptions deal with what people in the organization accept as real in the world, what is wrong, what is reasonable and what is nonsense, what is possible and what is impossible, the Cultural assumptions are implicit and are considered unconscious for granted, rarely contemplated or talked about, They are accepted as true non-negotiable, and the cultural standards within the organization are unofficial, unwritten but very clear and powerful in influencing behavior. They arise directly from the implicit assumptions [22]. Therefore, when cultures differ, values and beliefs differ, which can lead to difficulties such as the inability to adapt behavior to these beliefs and therefore, individuals cannot accept each other and this creates more difficulties and conflicts [8].

**3. Norm pollution:** Norms pollution: One of the important ways in which organizational culture affects behavior is through the rules or standards established by the social system and imposed on individuals as collective standards. These are ideas that "can be put in the form of a statement that defines what members should do, and in other words, the behavioral rules that have been accepted as legitimate by group members." Although these are unwritten rules, they nonetheless express the common beliefs of most group members about appropriate behavior so that the individual is in a good position [22] Norms are meant ways of thinking, acting, and believing that members of the social unit have in common" compared to values, it would be easier to learn behavioral standards and they can easily influence the organization through management practices [12].

**4. Ideology Pollution:** A system of beliefs known as an ideology affects how we view the world. These deeply established views may have been purposefully or unconsciously ingrained in us. People gradually start to believe that a specific point of view is the only legitimate one on a subject, until we start to believe that these views are true and therefore natural. Therefore, the term "ideology dominance" refers to those ideologies that have been imprinted in people's minds by some influential groups [17]. Sociologists define ideologies as cultural convictions that support specific social structures, including patterns of inequality. Dominant groups use cultural convictions and behaviors to support inequality systems that uphold their group's social dominance over non-dominant groups [2].

Based on the foregoing, understanding organizational culture is considered one of the most important ways to shape employee behavior, which can positively contribute to achieving organizational effectiveness. Therefore, developing a tangible understanding of organizational culture is vital for managing the organization so that its employees' goals are more accurately aligned with those of the organization [6], and Rather, if this behavior is entrepreneurial behavior refers to a set of functions, activities, and procedures involved in the perception of opportunities and creating organizations. It includes all conscious behaviors that are implemented in the process of detecting and distinguishing opportunities providing a product/service, exchange and growth, as a function of integrated entrepreneurial References[21]. For many years, pioneering has receiving increasing attention due to its decisive influence on the national and global economy, Entrepreneurship is known as a practice and a worldwide phenomenon because it contributes to economic growth, maintaining social stability, and reducing unemployment rates [13]. Entrepreneurship and entrepreneurial behavior have become important goals for organizations and societies in general. as entrepreneurship is related to the ability to successfully exploit innovative ideas, as well as being a source of flexibility, innovation, and an interesting opportunity for individual career development.as Policies related to education and lifelong learning emphasize the importance of encouraging entrepreneurial behavior [29].

## **Entrepreneurial Behavior**

The entrepreneurship function refers to the discovering and exploiting opportunities or creating an organization. Entrepreneurial behavior is seen as a behavior that combines innovation, risk-taking, and proactivity, and the entrepreneur is a risk-taker who occupies a position of uncertainty, with initiative and imagination that creates new opportunities. The entrepreneurship initiative refers to the ability to innovate in order to create a "new set". The



entrepreneurship initiative covers concepts of risk-taking, renewal, or innovation within or outside the organization, and emphasizes the spirit of entrepreneurship over exploration, research, and innovation [14].

Most people think of entrepreneurs as those who manage a business with the intention of growing it through the use of some kind of innovation, and who have the managerial and leadership skills to get the job done. They typically compete fiercely with other businesses, big and small [27].

From a scholarly standpoint, examining entrepreneurial behavior entails looking at how people discover and take advantage of opportunities by starting and growing new businesses and initiatives. This is both the immediate cause of the outcomes of the project and the close proximal result of entrepreneurial actors' perceptions and emotions. Therefore, understanding entrepreneurial behavior has value for stakeholders - entrepreneurs - as it enables them to shape and change their behavior to achieve better outcomes for stakeholders - investors, local governments, and employees - in the same way that entrepreneurship achieves their own goals [7].

It is also described as seeing opportunities and putting good ideas into action as a person or group of individuals performs a sequence of tasks necessary for this behavior, which typically calls for creativity, originality, and self-initiative [31]. The values expressing an individual's entrepreneurial activity or "deep beliefs" cannot be determined or readily witnessed in such behavior. The three fundamental components of entrepreneurial behavior—self-determination, self-identity, and self-sufficiency—indirectly present themselves, though.

People have a natural tendency to adopt the social roles, information, abilities, and customs that are there, exploring and absorbing all the identities present and interacting with them in social settings. As a result, people's behavior is determined by the identities that they find interesting and alluring in the first place. An individual is required to make goals around acquiring a particular identity if it is innately attractive and gratifying, aligns with their set of values, and they value it. They will also look for individuals who exhibit behavior consistent with that identity and investigate its abilities [18].

And contends that people might demonstrate entrepreneurial activity by working with their coworkers to address problems from top management or clients. The growing body of research indicates that managers' effective entrepreneurial conduct is essential to accomplishing a number of organizational goals. Managers must always strike a balance between using already-existing organizational skills and discovering new sources of resources. To do this, they must foster and uphold entrepreneurial activity at various organizational levels, particularly at the executive levels. Managers and organizational leaders that are adept at understanding emotions and applying them to their actions might display entrepreneurial behavior. Emotions affect how people perceive and prioritize risk, which should be connected to their entrepreneurial activity [5]. As a result, we can observe how social factors might affect entrepreneurial activity as a complicated habit. [4].

Cultural values are the key to understanding how entrepreneurship affects people's actions in society since there are substantial differences in cultural values and standards between cultures that have an impact on entrepreneurial activity within that nation or region. Through cultural values that are fundamental to the community, national culture influences entrepreneurship. Through language and tradition, culture modifies learned behavior from generation to generation. It is a process of separating one group from another through a system of values.

Through the patterns of values, beliefs, and symbolic features that shape human behavior. [16]. A person's fundamental conviction that their personal behavior is appropriate in one part of another activity is a system based on individual values. This assessment of positive and poor things is presented. Because the way in which the report is determined toward people depends on the human interactions in the organization and how they decide what is appropriate and what is not for the organization, the value system by which the individual is led is significant. [19].

A person can mold their conduct and that of their group in society by using culture as a cornerstone. It is the root of what gives commercial organizations their distinctiveness—the way that each person thinks and feels, or what psychologists refer to as "mental programming"—in a stereotyped manner. The concepts connected to cultural standards and values that are passed down through generations are referred to as mental programming. [16].

# METHODOLOGY

## Data and Method

The research, in its theoretical and field aspects, relied on a number of tools to collect data and information. In covering the theoretical aspect of the current research, the researchers relied on many scientific sources such as books, magazines, periodicals, and scientific dissertations of foreign letters related to the subject of study, as well as foreign research and articles that are obtained via the Internet. As for the field aspect, a three-part questionnaire was used, the first for personal and demographic data, the second for the independent variable of cultural pollution, and the third for the dependent variable of entrepreneurial behavior.

### Sample

The sample in the current research includes faculty members at the Islamic University of Najaf, who number (233) teachers distributed over the following colleges: ( Quranic and Linguistic Studies, English Language, Islamic Education, Physical Education and Sports Sciences, Medical Laboratory Techniques, Radiology Techniques, Computer Engineering Technology, Refrigeration and Air Conditioning Technology, Building and Construction Engineering Technology, Journalism, Law, Dentistry, Pharmacy). and After distributing the form for research variables questionnaire, and sorting them, the forms were valid for analysis (106), Thus, the sample size became (106) teachers. As shown in table (1) below, which is concerned with the details of the sample Table (1) below shows the details of the research sample's personal information .

TABLE 1. Preparing the target faculty

College	The number of teachers in the Islamic University of Najaf	Number of forms retrieved	The number of valid questionnaires for study and analysis
Quranic and Linguistic Studies	17	13	10
English Language	25	18	11
Islamic Education	11	8	6
Physical Education and Sports Sciences	8	7	5
Medical Laboratory Techniques	35	26	11
Radiology Techniques	10	8	6
Computer Engineering Technology	18	16	8
Refrigeration and Air Conditioning Technology	8	6	6
Building and Construction Engineering Technology	15	12	8
Journalism	15	11	7
Law	28	18	11
Dentistry	20	13	9
Pharmacy	23	15	8
Total	233	171	106

Table 2 shows the characteristics of the research sample.



**TABLE 2.** The characteristics of the research sample

	<b>Level</b>	<b>Frequency</b>	<b>The ratio</b>
Age	- 30	<b>11</b>	10%
	31- 40	<b>26</b>	25%
	41- 50	<b>37</b>	35%
	51 -	<b>32</b>	30%
	Total	<b>106</b>	100%
Gender	Male	<b>64</b>	60%
	Female	<b>42</b>	40%
	Total	<b>106</b>	100%
Qualification	PhD	<b>30</b>	28%
	Master's	<b>76</b>	72%
	Higher Diploma	-	
	Total	<b>106</b>	100%
	The scientific title	Assistant Professor	<b>19</b>
Assistant Professor		<b>27</b>	25%
Teacher		<b>39</b>	37%
assistant teacher		<b>21</b>	20%
Total		<b>106</b>	100%

According to the data of the first table, it was found that the common age group at the university was ranging from 41 years to 50 years and by (35%), and most of the teaching staff were males by (60%) and that the scientific certificate (master's) was the most present among the teachers in the colleges of the research sample and by (72%), and the teachers holding the title of (teacher )are most of those present at the university by (37%).

### Measure

The variable of cultural pollution was measured by the questionnaire based on four dimensions:( values pollution beliefs pollution , norms pollution , and ideologies pollution) . On the other hand, entrepreneurial behavior was measured using a single-dimension questionnaire. and The researchers conducted tests of reliability and validity of the measurement tool and confirmed their results. Cronbach's alpha coefficients were used to measure the reliability, and all of the values of the Cronbach's alpha coefficients were statistically acceptable in administrative and behavioral research because their values were greater than (0.75), as shown in Table 3 below.

**TABLE 3.** Cronbach Alpha Coefficients for Study Variables

<b>Variable</b>	<b>Cronbach's Alpha for Variable</b>	<b>Dimension</b>	<b>Cronbach's Alpha for dimension</b>
Cultural pollution	0.88	Values pollution	0.78
		Beliefs pollution	0.80
		Norms pollution	0.83
		Ideologies pollution	0.79
Entrepreneurial behavior	0.86		

## Statistical Description and Hypothesis Testing

Table 4 below presents the description of the research variables and the testing of the first main hypothesis.

**TABLE 4.** Description of Variables and Correlation between Research Variables and their Dimensions

Var.	X	X1	X2	X3	X4	Y
<b>X</b>	1					
<b>X1</b>	.731**	1				
<b>X2</b>	.645*	.522**	1			
<b>X3</b>	.732*	.453*	.810**	1		
<b>X4</b>	.657**	.435**	.621*	.504*	1	
<b>Y</b>	-.364**	-.275**	-.215	-.334**	-.341**	1
<b>Means</b>	3.28	3.01	3.75	3.32	3.07	3.14
<b>SD.</b>	1.02	1.23	1.35	0.61	0.42	0.89

\*  $p < 0.05$ ; \*\*  $p < 0.01$ . X= Cultural pollution X1= Values pollution , X2= Beliefs pollution ,X3= Norms pollution , X4= Ideologies pollution, Y = entrepreneurial behavior

Based on the data in the above table The following was concluded:

1. The responses of the teachers of the research sample about the presence of cultural pollution inside the university were consistent and not dispersed and they obtained a general arithmetic mean of (3.28) and a standard deviation (1.06).

2. As for the responses of the teachers of the research sample about the practice of pioneering behavior within the university they were also consistent and not distracted and they obtained a general arithmetic mean of (3.14) and a standard deviation (0.089).

3. There is a weak negative correlation with statistical significance (-0.364) between cultural pollution and entrepreneurial behavior, and this explains that entrepreneurial behavior decreases due to the presence of a work environment whose organizational culture is polluted by ideas, values, and beliefs practiced by working individuals. This confirms the validity of the first main hypothesis, and is thus supported and accepted.

- As for the second hypothesis, it is the impact hypothesis, which is tested through regression analysis to determine the effect of cultural pollution on entrepreneurial behavior, as shown in Table 5 below.

**TABLE 5.** Regression of Cultural Pollution Dimensions on Entrepreneurial Behavior

Internal variables in the influence	Entrepreneurial behavior					
	R <sup>2</sup>	▲ R <sup>2</sup>	A	B	T	F
<b>Cultural Pollution</b>	25%	23%	0.31	0.233	2.419**	57.365*
<b>Values Pollution</b>	9%	8%	0.371	2.041	3.586*	54.801**
<b>Beliefs Pollution</b>	14%	13%	0.429	1.512	2.517**	24.257*
<b>Norms Pollution</b>	29%	28%	0.322	0.284	4.822*	33.188**
<b>Ideologies Pollution</b>	18%	17%	0.538	2.015	3.052*	66.1**

From Table 4. It is clear that the interpretation coefficient is 25% and the corrected interpretation coefficient is 23%, this means that 23% explains the change in creative behavior due to cultural pollution and that the rest of the reasons are due to other variables.

The second main hypothesis, which states that there is an effect among the cultural pollution variable on entrepreneurial behavior, has been accepted, because the table results shown that the T- values calculated for cultural pollution variable and its dimensions, respectively (2.419, 3.586, 2.517, 4.822, 3.052), and the calculated F-value for the cultural pollution variable and its dimensions, which is respectively (57.365, 54.801, 24.257, 33.188, 66.1), were greater than the tabular values. This indicates that cultural pollution, with its dimensions, affects the practice of entrepreneurial behavior by working individuals.

## **CONCLUSIONS**

### **Heoretical Results**

1. In light of the environmental and social changes, it is necessary to focus on entrepreneurial behaviors as a gateway to enter the world of competition and business through innovation, renewal, and creativity.
2. Culture affects entrepreneurial behavior, and this indicating that different and conflicting values, norms, and ideologies this can limit innovation, modernity, and progress.

### **Practical Results**

1. The perceptions of the teaching staff and their awareness indicated that the workplace is relatively often tainted by manifestations of cultural pollution which are embodied in a group of influential acts that contradict their values and behaviors Therefore, this influence extends to their values, beliefs, ideas, behaviors, and even their appearance and it may be one of the reasons behind the lack of practice of behavior entrepreneur.
- 2.. The results of the study revealed that all dimensions of cultural pollution were within the moderate level, but the dimension most present in the university was Beliefs pollution. The important point noted is that a belief is an inner feeling that something is true, even though that belief may be unproven or irrational.
3. The results of the research showed that the entrepreneurial behavior will decrease due to the existence of a work environment whose organizational culture is polluted by the ideas, values and beliefs practiced by the working individuals.
4. It was concluded that cultural pollution by dimensions affects the practice of entrepreneurial behavior by working individuals by (23%).

## **RECOMMENDATIONS**

1. Leaders and Management represent role models for their subordinates, and therefore, they should follow policies that promote collaboration, participation, and freedom of expression opinions.
2. Addressing current problems to find effective solutions to eliminate cultural pollution.
3. Management should focus on entrepreneurial behavior as a measure of individual evaluation and give them special privileges, and which will encourage individuals to innovate, create, and foster a spirit of honest competition.
4. Holding seminars and courses and publishing instructions that emphasize staying away from polluted ideas and values that would harm the ideas, beliefs and behaviors of individuals and thus reflect negatively on the goals of the organization.

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