

Volume 04, Issue 04, 2024,
Publish Date: 30-04-2024
Doi <https://doi.org/10.55640/ijbms-04-04-04>

INTERNATIONAL JOURNAL OF BUSINESS AND MANAGEMENT SCIENCES

(Open access)

STUDY THE IMPACT OF ENTREPRENEURSHIP AND INNOVATION IN THE LABOR MARKET ON ACTIVATING POVERTY REDUCTION STRATEGIES

Amjed Hameed Majeed

Business Administration Department, Al-Mustaqbal University College, Babylon, Iraq

Zaid Ahmed Fathallah

Business Administration Department, Al-Mustaqbal University College, Babylon, Iraq

Hassan Mohsen Jassim

Business Administration Department, Al-Mustaqbal University College, Babylon, Iraq

Marwa abdulkadem Turki

Business Administration Department, Al-Mustaqbal University College, Babylon, Iraq

Sarah Abdul-Zahra Rasul Abbas

Business Administration Department, Al-Mustaqbal University College, Babylon, Iraq

ABSTRACT

The research aims to study the impact of both innovation and leadership in the labor market in eliminating or limiting... The effectiveness of this effect was studied based on various theoretical frameworks and data approved by the researched organization. The potential of innovation and entrepreneurship, as an independent variable, to serve as a catalyst for economic development, job creation, and income generation, was studied, especially in low-income communities. It also delves into the role of entrepreneurship in promoting innovation, enhancing productivity, and enhancing social mobility, all of which are necessary. To lift individuals and communities out of poverty. The data of the researched organization was analyzed for the purpose of determining whether this variable has an essential role in activating poverty reduction strategies. The researcher reached conclusions that entrepreneurship and innovation have an effective and essential role in activating poverty reduction strategies, such as creating job opportunities and supporting the national economy, as well as other logistical matters that reflect positively on the national economy. As well as supporting other sustainable development goals, such as eliminating hunger and responsible production and consumption.

KEYWORDS: Poverty reduction, innovation and entrepreneurship, poverty in Iraq, poverty reduction strategies.



©The Author(s) 2024. **Open Access** This article is licensed under a Creative Commons Attribution 4.0 International License, which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if changes were made. The images or other third-party material in this article are included in the article's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the article's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder. To view a copy of this license, visit <http://creativecommons.org/licenses/by/4.0/>

INTRODUCTION**First: The problem of research**

The intersection between innovation and entrepreneurship in the labor market and poverty eradication is paramount in efforts to achieve the first goal of the Sustainable Development Goals. Many studies have examined the relationship between entrepreneurship and poverty reduction, highlighting the positive impact of entrepreneurial activities on Poverty Alleviation. From the above, the following question can be raised: what is the nature of the relationship between innovation and leadership in the labor market on activating poverty reduction strategies?

Second: the importance of research

1. Discuss the importance of entrepreneurship and innovation education in the labor market

and capacity-building programs in providing aspiring entrepreneurs with the skills, knowledge, and resources necessary to succeed.

2. Analyze initiatives aimed at promoting entrepreneurship and innovation in the labor market among marginalized groups, including women, youth, and rural residents.

3. Propose policy recommendations to strengthen the entrepreneurship and innovation ecosystem in the labor market that prioritizes poverty eradication.

Third: Research objectives

The research tries to achieve a set of goals, namely.

1. Enrich libraries with theoretical knowledge of research variables innovation, entrepreneurship, and poverty eradication strategies.

2. Revealing the nature of the relationship

between research variables (innovation, entrepreneurship and poverty eradication)

3. Knowledge of the most critical influences on innovation and leadership in the labor market and the mechanism of activating poverty reduction strategies.

Fourth: research hypotheses

The research includes a central hypothesis:-

(The possibility of having an impact of entrepreneurship and innovation in the labor market on the activation of poverty reduction strategies).

Fifth: research sample

Research community: industrial laboratories with commodity production in the Iraqi

industrial sector.

Research sample: The Saadiyat plant was selected to produce pure water in Babylon.

Sixth: the limits of research

Temporal: researcher period (13/11/2023 - 20/3/2024)

The location of Saadiyat plant for the production of pure water in the province of Babylon

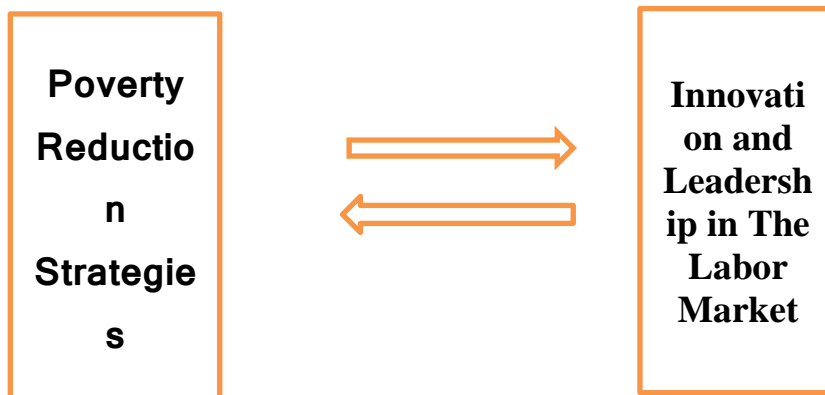
Seventh: methods of data collection

- Websites, messages and theses

Data on the examined organization

Periodicals and related scientific research

Eighth: research scheme A study on the possibility of applying e-governance in light of the availability of intelligent organization dimensions.



Chapter Two

The First Topic

Leadership, innovation, and poverty alleviation in the labor market

First: The history of leadership and innovation

The concept of entrepreneurship goes back to economist Joseph Schumpeter and some Austrian economists such as Ludwig von Mises and Von Hayek. Schumpeter defined the entrepreneur as the person who has the will and ability to transform a new idea or invention into a successful innovation or project (start-up). Thus, the presence of entrepreneurial forces (constructive destruction) in different markets and industries creates new products and business models. Thus, entrepreneurs (constructive destruction) greatly help those responsible for industrial development and long-

term economic growth. Despite Schumpeter's contributions at the beginning of the twentieth century, the traditional microeconomic theory in the economic system has created little space for entrepreneurs in its theoretical framework (instead of assuming that resources will be determined according to the price system). There is a development of concepts and theories related to entrepreneurship, as follows (Haidar, 2012: 288-289)

Entrepreneurship is all about risk. The behavior of the entrepreneur is what reflects the kind of ability he or she has to put his or her career and financial position into reality and take risks by applying his idea and putting it into practice by giving more time, effort and capital in an unsecured risk. Knight (2000) classified the reasons for lack of warranty into three types:

Risk: It can be measured statistically (such as the probability of drawing a red ball from a bottle containing five red balls and five white balls).

Ambiguity: which is difficult to measure statistically (such as the probability of drawing a red ball from a bottle containing five red balls and an unknown number of white balls).

Actual or Knightian Uncertainty that is impossible to estimate or predict statistically (such as the probability of drawing a red ball from a bottle containing an unknown number of red balls and an unknown number of other colored balls).

The impact of entrepreneurship is often unpredictable, practically when you try to create or invent something new to this world the market for it is unknown. Before the advent of the Internet, no one would have known the extent of the success of the online business market such as Amazon, Google, YouTube, Yahoo, etc...

After the advent of the Internet, some began to see opportunities and markets for this technology. However, even if there was a market, let us say, for example, the soft drinks market (created by Coca-Cola), there is no guarantee that a new player will not join the market for the soft water industry. So the question will be: Is there a new market for your idea or not?

The presence of a distinguished and innovative pioneer in traditional economic theory (which evaluates the efficiency of the economy using some ratios assuming that outputs are equal) presents some theoretical problems. This part of economic theory has been added to by the research of William Baumol, who was honored in 2006 at the annual meeting of the American Economic Association.

Entrepreneurship is considered an integral factor to the business culture in American life, specifically as a fundamental driver and driver for the creation of new job opportunities and

the growth of the national economy. It was published by Robert Sobel under the title *The Entrepreneurs: Explorations Within the American Business Tradition* in 1974.

Second: The concept of leadership and innovation

Innovation Innovation can be defined as the development and application of new ideas in an organization, from their emergence to implementation on the ground, and benefiting from them. Where is the source?

The concept of innovation is not limited to developing new ideas only, but also extends to include the practical application of these ideas, starting from within institutions until they reach markets.

In 1991, Oslo witnessed the first agreement by the global community of practitioners in the OECD National Science and Technology Expert Working Group to develop a guideline on innovation and entrepreneurship, known as the "Oslo Manual", to define, collect and analyze data related to science and technology. And innovation (Hassan Rawiya, 2001: 393).

The Oslo Manual provides guidance on collecting and analyzing innovation data, seeks to facilitate international comparisons, and provides a platform for research and experimentation in measuring innovation. (Arab Educational, Cultural and Scientific Organization, 2018)

leading businesses

It is the process of doing something new and different for the purpose of creating income for an individual and adding economic value to society. Entrepreneurs are business owners who seek to create and expand economic activity, by developing existing products or inventing new products and presenting them to markets.

Entrepreneurship includes five basic elements: (Gautam, 2021)



Figure No. 1 (source from the researcher's preparation)

Innovation: requires an entrepreneur to be innovative and able to extrapolate the demand for a particular good or service in the market, which makes him different from others, and his projects are more profitable than others ' projects.

Decision making an entrepreneur should think about every decision he makes very carefully, periodically reviewing decisions, analyzing their results and the extent of their impact on the project, helps to correct them before they have any negative impact and harm, it is difficult to avoid. Always dealing with the pros and cons of an entrepreneur helps to make a good decision using experience, intuition, intelligence, awareness of the business environment, skills to learn and benefit from the experiences of others and thus the ability to respond when necessary.

1. Risk: entrepreneurship is often associated with risks, so an entrepreneur is ready to take risks, bear their consequences and take steps to minimize them.

2. Vision: it is one of the main driving forces for any entrepreneur, it is what defines the identity and culture of the organization, and it is considered the energy that drives the business forward by using the entrepreneur's insight to plan for the future, set tasks and work on their implementation.

3. Organization: it is considered one of the

main factors of successful entrepreneurship. Without Organization, everything becomes chaotic and unmanageable, which leads to even more losses. Therefore, it is necessary to have an honest organizational structure within the company, defining tasks and ways of their implementation.

Entrepreneurship is an important driver of economic growth, employment, innovation and productivity. Therefore, policy makers in many countries and international organizations are focusing on increasing business development by developing policies to improve the entrepreneurial environment, both by removing obstacles to entrepreneurship, and by more directly targeted actions to support its competitive capabilities.

Third: the importance of innovation and entrepreneurship policy makers seek to develop entrepreneurship as one of the solutions to address unemployment and promote economic and social development. There are an increasing number of entrepreneurs in the Arab region, although there are a number of challenges facing them in terms of realizing their innovative ideas.

At the same time, the world in general is witnessing a new scientific and industrial revolution, represented by the emergence of new technologies that are changing many

established concepts regarding employment and work in general, promoting innovation and new entrepreneurship.

Innovation and entrepreneurship also play an important role in enabling governments to meet the common challenges posed by the benefits of achieving the United Nations Sustainable Development Goals for 2030, adopted in 2015, which adopts 17 goals, covering economic, social and environmental dimensions, including the eradication of hunger and poverty, women's empowerment, and other development goals, so that all peoples live in peace and progress and prosperity by 2030.

The importance of entrepreneurship in societies is shown through its impact on economic aspects through the creation of many job opportunities that promote progress and economic advancement and push the wheel of development, which is reflected positively on the national income, in addition to helping to gain expertise and provide manpower for many projects.

There is a close relationship between innovation and entrepreneurship, as innovation is financed and commercialized through entrepreneurship. Without entrepreneurship, ideas remain trapped in the minds of innovators without seeing the light of day. The economic crises that the world has faced have drawn attention to the importance of innovation and entrepreneurship, so that they have become key factors in the process of sustainable development, increasing both growth rates and competitiveness, and creating jobs.

Entrepreneurship provides innovative solutions to the challenges and difficulties 12 out of 40 communities face, in addition to providing services and products that positively affect society.

With the recent economic transformations, the technological and informational revolution and the resulting advanced technologies and modern means of production, entrepreneurs and Idea owners have turned to using smartphone applications in particular, and technologies in general, as the basic platforms

for their ideas and entrepreneurial projects due to the low operational cost, high profitability of projects through these platforms and ease of administrative requirements.

These technologies have also changed the course of markets, provided entrepreneurs with the opportunity to come up with innovative and low-cost products and then help them start their small businesses.

In this regard, many technical applications have emerged supporting business enterprises especially small and medium

From her. In the field of Transportation, a number of technical applications have been developed that add a new level of well-being by introducing new practices for an innovative technology-based business model. Hence, the concept of innovation and entrepreneurship was associated with smart technologies and applications as one of the ways and solutions to reach the maximum levels of well-being of society.

Within the framework of the relationship between entrepreneurship and community service, a new term has emerged, namely, "social entrepreneurship", which focuses on identifying social challenges and trying to find solutions to them through the optimal use of the principles and processes of entrepreneurship. For example, individuals can be considered who make a great effort to reach the necessary life requirements of drinking water and the necessary food. These people dream of innovative solutions that will help them easily reach those requirements. Some entrepreneurs have directed their innovative capabilities to address such challenges for the benefit of communities, as well as generating profits for the entrepreneur. The international community's interest in social entrepreneurship is constantly growing due to its importance at the economic and social levels.

Fourth: types of innovation and leadership

There are many different innovations that are classified by specialization or areas, among which we mention: [Doyle.M,2020]

(1) incremental innovation is the continuous

improvement of products or services in existing markets to provide greater value to the market, focusing on gradually improving performance with features such as expanding product lines, and reducing costs. This type of innovation occurs in the short term and is associated with less technical progress, its impact on the market is low.

(2) architectural innovation is the modification of existing products and services to reach a completely new market. Architectural innovation refers to changing the overall design of a product by grouping existing components together in new ways. This innovation takes place in the short to medium term.

(3) structural innovation (Radical Innovation): occurs when an established organization applies a new technology in a new market and is in the long run when a new product or service with high technical progress and a significant impact on the market, replaces another, existing in the markets.

(4) disruptive innovation: many researchers, writers and consultants use the term "disruptive innovation" to describe any situation in which an industry is shaken up and previously successful companies falter. Disruptive innovation is a way of thinking about innovation-driven growth.

As for entrepreneurship, there are several types of entrepreneurship that depend on the way in which new businesses are started and developed, and some types of entrepreneurship include: (Ani et al., 2020: 25)

1. Social entrepreneurship: focuses on finding solutions to social or environmental problems through the provision of products or services, where social entrepreneurs aim to achieve positive change in society and the environment.
2. Technological leadership (Technology Entrepreneurship) : centered on the use of technology and technical innovations to create new products or services that solve specific problems or meet new needs in the market.
3. Startup entrepreneurship: includes the creation of new companies characterized by rapid growth, rapid expansion and achieving

change in the industry, where startups are characterized by their flexibility and ability to adapt quickly to changes.

4. Family entrepreneurship (Family Entrepreneurship): refers to the management of businesses and companies by a family or a single family, as this type is characterized by a combination of interest in the family and business operation.

5. Industrial entrepreneurship: related to the creation or development of companies or projects in the industrial and manufacturing sectors, characterized by innovation in the production and development of products.

6. Digital entrepreneurship: focuses on using digital technology and the internet to create and develop businesses, such as creating startups that rely heavily on digital presence and online marketing.

The types of entrepreneurship vary with different industries, interests and goals, and each of these types requires different strategies and diverse abilities to achieve success in its specific field.

Fifth: entrepreneurs

Successful entrepreneurs have a variety of qualities that help them achieve success in the business environment, among these qualities are: (Al-Serafi et al., 2020: 42).

1. Creativity and innovation: they have the ability to launch new ideas and innovations, they are constantly looking for new ways to solve problems or improve existing processes.
2. Strategic design: they possess a clear vision and a strong strategy to achieve their goals, and are able to develop effective action plans to achieve these goals.
3. Risk tolerance: they are ready to take risks and challenges that may face them on the entrepreneurial journey, learn from failure and consider it an opportunity to develop and learn.
4. Effective leadership: they possess excellent leadership skills, as they are able to motivate and inspire others and guide teams towards achieving common goals.
5. Continuous learning: they must have a willingness to continuously develop and acquire

new knowledge and skills required for the success of their project.

6. Passion and determination: passionate about their idea or product and remain determined to achieve their vision even in the face of challenges and difficulties.

7. Good communication and a strong network of relationships: they build excellent relationships with others, understand the importance of social networks in supporting their business and expanding their sphere of influence.

8. Flexibility and adaptability: they are able to adapt to rapid changes in the market and the trading environment and adjust their strategies

according to new conditions.

Entrepreneurship is a dynamic field and requires the ability to constantly develop and improve personal qualities and professional skills to achieve success in this area.

Sixth: steps of innovation

Business opportunities are determined by the entrepreneur through the process of evaluation, examination and analysis, which requires knowledge, skills and competencies, creative thinking.) Tiwari, D. 2018)

The process of turning ideas into opportunities requires three basic steps:



Figure No. 2 (source from the researcher's preparation)

1. The idea

The first step is the process of turning an idea into an opportunity, through the entrepreneur's crystallization of his idea more clearly based on knowledge and experience. For example, to manufacture a new product, offer a discount to attract new customers, etc., an entrepreneur follows the process of evaluating a business idea or concept, to determine whether he can proceed with the project or not.

2. The conversion process

At this step, the entrepreneur seeks to assess the level of his skills, knowledge, competencies, creative thinking to find out whether the idea is useful or not, for the success of his innovative project. This is a key step in turning ideas into

opportunities.

3. Opportunity

Opportunity in various areas of business refers to the entrepreneur's proposal of ideas that he would like to put into practice, taking into account risks and profits. Many people come up with many ideas, but few can correctly turn their ideas into projects using the skills and knowledge required for business.

Seventh: the stages of starting a pilot project

The process of starting an entrepreneurial project usually follows a series of stages that help achieve the goals and ensure the success of the business, where the traditional journey of starting an entrepreneurial project includes the following steps: (Al-barashdiya, 2021: 17) (Ezzat

et al., 2021: 85).

Idea and planning: this stage begins with the clarity of the idea or opportunity that can be the basis for the project.

The opportunity is evaluated and a feasibility study is conducted to ensure that there is a market for the proposed product or service.

An action plan is drawn up, which includes the goals, strategies and steps necessary to start the project.

Preparation and implementation:

This stage includes identifying potential suppliers and partners and collecting the necessary resources to start the project.

The organizational structure is created and the team that will lead the project is selected.

The product or service is developed and tested before it is put on the market.

Launch and marketing:

At this stage, the product or service is launched on the market.

Marketing and promotion strategies are applied to attract customers and build a strong customer base.

Growth and expansion:

After the success of the project in the market, emphasis is placed on increasing productivity and expanding the scope of work.

Opportunities for expansion can be explored either by introducing new products or services, or entering new markets.

Continuity and development:

At this stage, entrepreneurs focus on continuing to develop and improve products or services and enhance the company's performance.

They work on building long-term strategies to ensure continued success and sustainable growth.

These stages are general and their details may vary depending on the type of Project, industry and individual circumstances, and the successful completion of each stage requires good planning, effective implementation and readiness to adapt to changes that may occur throughout the entrepreneurial journey.

Poverty

The phenomenon of poverty is one of the most

prominent social and economic phenomena that has become the preoccupation of the thinking of many economists, politicians and some local and international institutions, such as the World Bank and the United Nations, it has become one of the most important topics that are put on the agenda of the United Nations conferences, in order to draw the attention of the world, especially the third world countries, due to the seriousness of this phenomenon, and the need to reduce its effects and try to eliminate it, through the adoption of economic and social policies commensurate with the capabilities and potentials of these countries, and disputes revolve around the concept of poverty, methods Measurement, means of its elimination and the causes that lead to it.

First: the concept of poverty

The concept of poverty is a relative concept that can be defined in several ways that vary depending on the subject and the situation described, therefore it is necessary to define the concept of both poor and poverty when conducting any study related to poverty in a society. The concept of the poor: the poor are generally defined through three basic subjective, social and objective principles, according to the following: (Hamid et al. 2020) Poverty of language is against wealth. (Jamal al-Din Abu al-Fadl, 2003) poverty is defined as the monetary cost for a certain individual, at a certain time and place, to reach a level of well-being (ESCWA, 2007)

And also defined by the World Bank (inability to achieve a minimum standard of living). (Michel chusovsky, 2001) poverty is also defined as conditions of very limited life, due to malnutrition, illiteracy, disease, degraded environment, high infant mortality rates and low life expectancy). (Paul A. Samuelson, 2001)

For the purposes of this study, poverty will be defined as the inability of an individual or family to provide the basic needs through which an individual or family can live a decent and stable life in a particular society and in a specific period of time. The phenomenon of poverty is usually identified within the framework of absolute

poverty and relative poverty as the general framework of the various definitions that have been given to the concept of poverty. (Jamal al-Din Abu al-Fadl ,2003, p. 12)

Second: the effects of poverty in Iraq

The negative effects of poverty are exacerbated if accompanied by other negative social manifestations such as weak social justice and widespread

Then poverty becomes a time bomb that may explode in certain circumstances, taking the form of social unrest and clashes with the authorities or between groups of society on the creation of inhuman foundations, as well as that the poor are vulnerable to exploitation by armed groups and groups to carry out criminal acts, the wider the phenomenon of poverty (chusovsky 2001 p.54).

Many factors have combined to be the causes of poverty in Iraq, including various wars and the economic blockade

The nature of economic and social policies and financial and administrative corruption, so the study of the phenomenon of poverty in Iraq should proceed from the background of the conditions that the Iraqi people were exposed to, which affected the impoverishment and perpetuation of the impoverishment of large groups of them, and yet Iraq has not witnessed serious and successful policies to solve the problem of poverty, but all that is going on is dealing with without orientation to its real causes.

1-Iran-Iraq War (1980 - 1988)

The Iraq-Iran war has led to a deterioration in the situation of the population, especially in the border areas in the center of

In the south of Iraq, the displacement of the population from the southern provinces, especially Basra and Maysan, has led to poverty and increased need, the main features of Iraqi families and individuals, especially after the signs of improvement began in

The standard of living as a result of the increase in oil prices during the Seventies. The study of the standard of living and the factors affecting it showed that there are two main factors

affecting this level are oil revenues and the development of economic and political policies at home . (Al-Zubaidi, 101:2007).

The militarization of society has led to serious consequences, as well as the inflation that has hit the military structure, the number of its personnel has doubled, and military spending has increased to almost (60%) of the general budget, and this has led to the waste of resources and the loss of rights of individuals and society.

2-the second Gulf War (1990):

It is also clear to everyone about the wars and their effects on the economic reality through the increase in military spending and the decrease in spending on the investment and production sector, which limits the development process, along with the collapse of infrastructure, which is the basis for the development of the country. Iraq's invasion of Kuwait and the failure to implement Security Council resolution 660 (1990), which condemns the occupation of Kuwait and demands the withdrawal of Iraqi forces from Kuwaiti territory, led to the launching of a war against Iraq by the United States and its allies, in which operations were carried out on the infrastructure and infrastructure of the country, including roads, bridges, hospitals and others, which was estimated to cost about (200) billion dollars, according to the International Monetary Fund. (1990:4, Daguerre)

The war has led to a deterioration and decline in the effectiveness of state institutions, social and service expenditures have decreased, especially the issue of food and medicine, the circle of poverty has expanded and the social environment has deteriorated.

3-the American occupation of Iraq (2003)

The Iraqi-American War (2003) came to complement what the previous wars left of the collapse of the economic and social situation and the destruction of infrastructure and various sectors of the economy. The occupation of Iraq was a hideous and horrific image of an organized action by an occupying state in everything towards a country and a people that has a

cultural heritage stretching for thousands of years. the basis is to destroy the social system as an essential part of the process of historical rejection towards tyranny and colonialism and to put a hand on oil wealth to secure the supply

of American industry and development of oil in the future. From the above, we can explain a set of results produced by the American occupation of Iraq (2011:4, al-Qaisi) .

Category	The number of people
Victims of the American invasion until 2009	2,350 Iraqi people
Scientists and thinkers were killed, kidnapped, and imprisoned	5500 people
The largest percentage of assassinations included workers in universities, colleges, and institutes	Unspecified percentage
Displaced within the country	2 million Iraqis
Immigrant outside the country	3 million, including 20,000 doctors
A widow who is a product of the occupation	3.33 million
An orphan resulting from the occupation	5 million
Children suffering from malnutrition	%28
They suffer from food poverty	8 million Iraqis

Table (1)

The above factors combine to form a vicious circle that contributes to deepening the problem of poverty and increasing its rates.
Third: poverty and sustainable development goals
The eradication of poverty in all its forms is one of the priorities of the seventeen goals of the 2030 Agenda for Sustainable Development: (Rashid Amal Hamid et al., 2020: 17)
The main objective of the Sustainable Development Goals to combat poverty is goal 1.A: "to ensure the mobilization of significant resources from a variety of sources, including through enhanced development cooperation, in order to provide developing countries, in

particular the least developed countries."
The Sustainable Development Goals also aim to establish sound policy frameworks at the national and regional levels, based on development strategies to ensure that all men and women, especially the poor and vulnerable, enjoy the same rights to economic resources, as well as access to basic services, the right to own and dispose of land and other rights related to forms of ownership and inheritance, access to natural resources, access to appropriate new technology and financial services, including microfinance, by 2030.
Fourth: evaluation of policies to address poverty in Iraq
Mostly on a combination of fiscal and monetary

policies. Since poverty has various social problems for the poor, there have been many calls to alleviate poverty rates and its effects on society groups. The policies to address poverty in Iraq may be riddled with some gaps, one of the most important effects of which was to achieve the goals required by those measures and policies.

Some of the points that have been observed can be summarized by studying government policies in the field of addressing

Poverty, including the following:

1-The Social Protection Network was characterized by a primitive character, because it is based on addressing the effects of poverty and not the real causes of it and identifying its problems.

2-The Social Protection Network suffers from a number of problems, because most of the target groups are not poor

Therefore, these policies have shifted from policies to address poverty to policies to care for poverty, and the existence of large numbers of illusory and non-poor people covered by the Social Protection Network has become one of the

3-The Social Protection Network needs adjustments to include other categories such as graduated students and those without Work, housewives, people with difficult diseases, to include as many poor categories of society as possible.

4-the ration card system suffers from some problems, the most important of which is irregularity, especially after the occupation of Iraq

As well as the lack of justice; being provided to all poor and non-poor segments of society, so they need

Allocate them and direct them towards the poor groups and ensure the flow of their materials and improve their quality.

5 - the national strategy for Poverty Alleviation had basic and important objectives, but the failure to implement those

Through the delay in some ministries on the one hand and the weakness of financial allocations

on the other hand, the impact of That's a negative for that strategy.

6-which provides its services such as education, health and ration card is characterized by being provided to all groups of society, regardless of whether they are from the poor groups of society or not.

7-Financial and administrative corruption in some ministries entrusted with the implementation of the objectives of the mitigation strategy is a hindrance

8-Most policies suffer from weak financial allocations, which significantly hinders the achievement of goals

Such as education and Health, which did not exceed spending on (10%), and social welfare, which included only (1.4%)

Fifth: the relationship between innovation, entrepreneurship and poverty eradication

Innovation and entrepreneurship can be a powerful tool for poverty eradication. When people manage to start their own business, they create jobs for themselves and others, generate income, stimulate economic growth. This can lead to a multiplier effect that lifts entire communities out of poverty. Here are some of the ways entrepreneurship can contribute to poverty eradication: (Ziadeh 2021: 67).

1. Job creation: entrepreneurship leads to the creation of new businesses, which in turn leads to job creation. By employing individuals, entrepreneurs contribute to reducing unemployment rates, thereby lifting people out of poverty.

2. Economic growth: entrepreneurial projects contribute to economic growth by generating income, increasing productivity and fostering innovation. A booming economy creates a favorable environment for poverty reduction because it provides more opportunities for people to earn a living.

3. Wealth distribution: successful entrepreneurs often redistribute wealth through various means such as employment, investing in social welfare programs, and philanthropy. This redistribution process can help alleviate poverty by providing resources

and support to marginalized communities.

4. Empowerment: entrepreneurship empowers individuals by providing them with the means to control their economic destinies. By creating their own business, people are able to break free from cycles of poverty and gain independence in their lives.

5. Access to goods and services: entrepreneurs often fulfill the needs of underserved markets and create goods and services specifically designed to meet the needs of low-income individuals. This improves access to basic products and services, such as health care, education and financial services, which are essential for Poverty Alleviation.

6. Innovation: entrepreneurs are often the drivers of innovation, developing new technologies, products and business models that can meet social and economic challenges. These innovations can lead to more efficient and affordable solutions to poverty eradication.

7. Community development: entrepreneurial activities can contribute to the overall development of communities by stimulating local economies, enhancing social cohesion and providing opportunities for Skills Development and capacity building.

The Practical Framework of Research

First: about aafiyat pure water production plant Aafiyat water plant is a plant that produces high-quality bottled water, characterized by providing pure and healthy drinking water. This plant pays attention to quality and safety standards, and follows advanced manufacturing processes to ensure water purity and meet customer needs.

A wellness Water Lab may be characterized by providing a variety of products, such as regular drinking water, and bottled water with vitamins or minerals. The plant can also be characterized by adherence to environmental principles in the production and packaging processes, which makes it an environmentally friendly option. It may also be characterized by frequent testing to ensure product quality and compliance with sanitary, domestic and international standards. The plant was established in 2016, and we note the increase in the number of employees from the year of establishment, they were 50 workers to 150 workers for 2024, and the numbers are increasing in addition to the plan of the plant and to increase the production lines for the production of bottled water of various sizes, where the plant includes workers from all categories of society.

Chapter Three



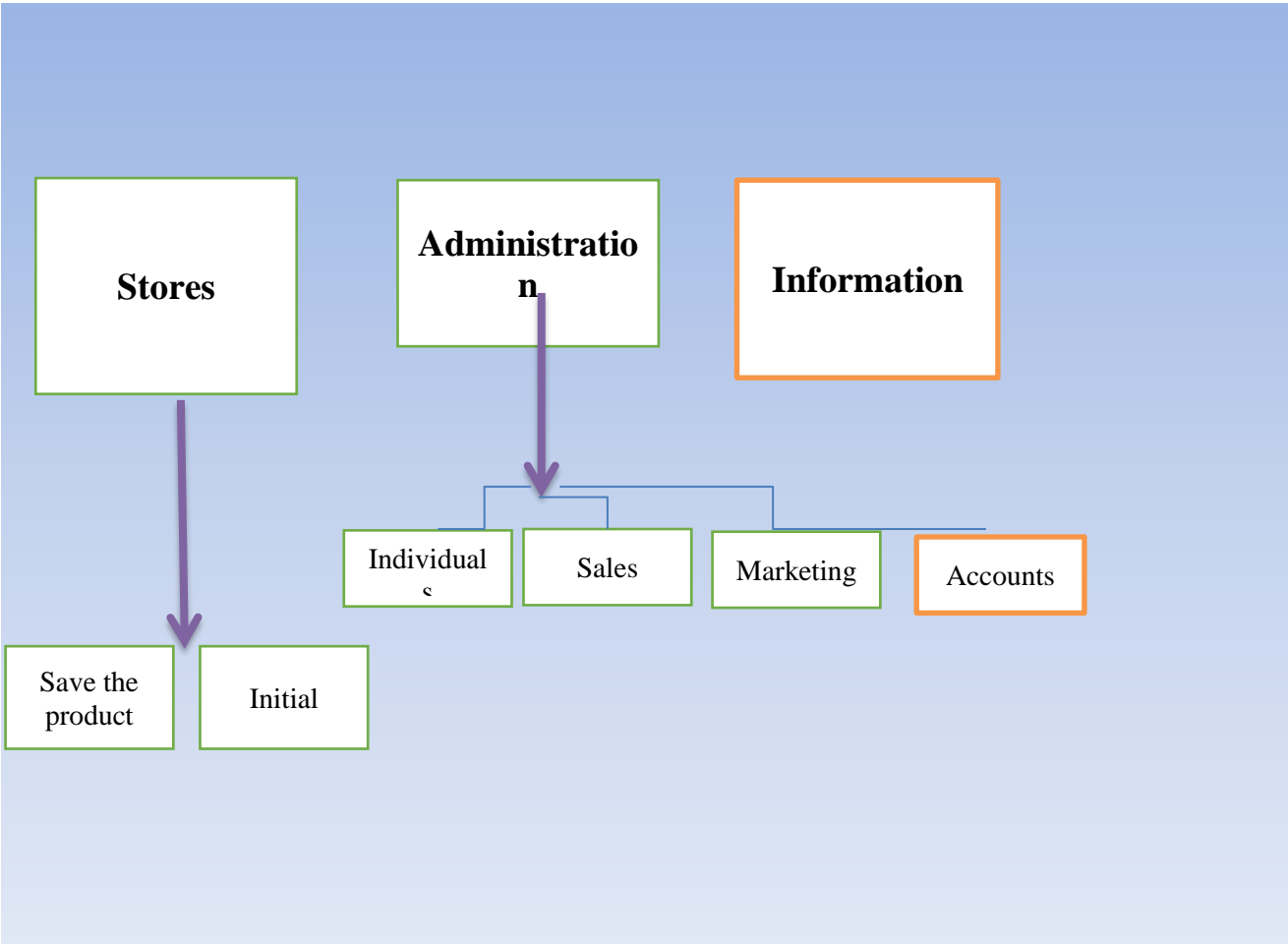


Table (2) Number of employees for the year 2016 (year of establishment)

Number	Function	N.
3	Administrative	1
1	Operator	2
10	Technical	3
7	The Cleaner	4
50	Agent service	5
20	download	6

22	evacuation	7
100	Transfer	8
7	Delivery workers	9
1	driver	10

Table (3) Number of employees in the fourth month of 2024 (year of research)

Certificate	The number
2 (laboratory staff)	Ph.D
nothing	Master's
5 (Accountant, Marketing)	Bachelor's
They are the majority	Preparatory school and below

Table (4) Employees’ educational attainment 2016



Source (preparation of the researcher based on the data provided by the laboratory and

according to Appendix 1)
Through the above, we note the increase in the

number of employees from the year of establishment, they were 50 workers to 150 workers for 2024, and the numbers are increasing in addition to the plan of the plant

and to increase the production lines for the production of bottled water of various sizes, as in Table No. 4

Product Size	Product Type	Production Line	N.
200 ml	glass	1500 units/hour	1
330 ml	Plastic bottle	1200 units/hour	2
500 ml	Plastic bottle	1000 units/hour	3
1000ml	Plastic bottle	950 units/hour	4
1200 ml	Plastic bottle	1100 units/hour	5

Table (5): Plan for developing the factory’s production lines

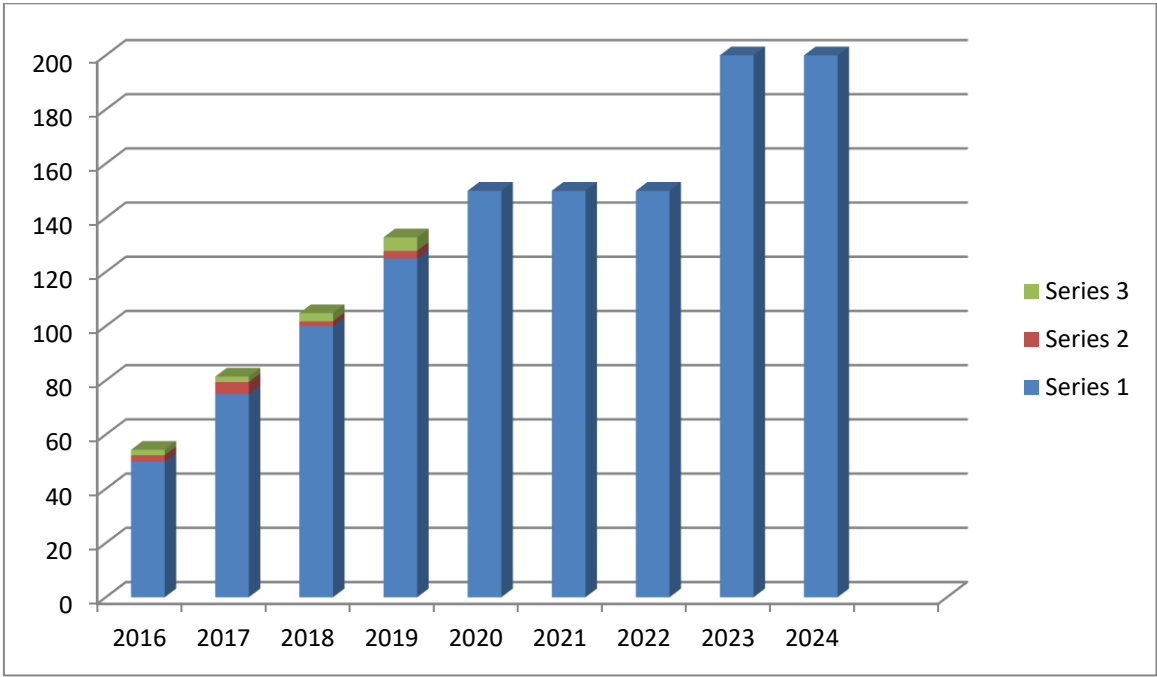


Figure No. (3) Increasing The Number Of Employees

We note from the above table an increase in the number of employees from 50 to 200 employees in various specialties, as well as 80% covered by the Social Security System approved by the

Ministry of Labor and Social Affairs, which indicates the stability of the project and an increase in the level of profits and sales.



First: conclusions

Based on the results of the research, several conclusions can be drawn from them:

1. Innovation and entrepreneurship play a vital role in poverty alleviation: the study likely found that entrepreneurship can be an effective tool in reducing poverty levels. By promoting entrepreneurship in a specific context, such as the production of a wellness water plant, individuals from low-income backgrounds may be able to create sustainable businesses that generate income and jobs, thereby lifting themselves and others out of poverty.
2. The increase in the number of employees in the afiyat water plant from the year of establishment was 50 workers to 150 workers for 2024, and the numbers are increasing in addition to the plan of the plant and to increase the production lines for the production of bottled water of various sizes.
3. The local context is important: the study may have found that the effectiveness of entrepreneurship in poverty eradication is influenced by the specific characteristics of the local context. Factors such as economic conditions, access to resources, regulatory environment, cultural norms can influence the feasibility and success of entrepreneurial projects.
4. Policy implications: the results of the study may have implications for policy makers and development practitioners interested in poverty reduction strategies. It can highlight the importance of investing in entrepreneurship

development programs and supporting the establishment of business incubators as a way to empower economically marginalized individuals and communities.

5. Further research directions: the study may suggest areas for further research, such as exploring the long-term impact of entrepreneurship on poverty eradication, assessing the scalability of successful entrepreneurial models, identifying best practices to support entrepreneurs from low-income backgrounds, and examining the role of technology and innovation in inclusive economic growth.

Second: Recommendations

Based on the conclusions presented, a set of recommendations can be made to benefit from the current research, which are as follows:

1. The wellness water lab can contribute to the improvement of the entrepreneurial ecosystem by integrating social entrepreneurship into their educational and research activities
2. Universities can provide students with the necessary environment, such as incubator models and partnerships with stakeholders, to develop and apply their entrepreneurial ideas
3. Providing targeted support and resources to low-income entrepreneurs.
4. Establish partnerships with universities and other stakeholders to leverage their expertise and resources in supporting entrepreneurship and poverty reduction.

5. Encourage innovation and develop entrepreneurial solutions to address the challenges associated with poverty.

REFERENCES

Sources

Arabic sources

1. Brachidia, H. S. (2021). Digital entrepreneurship in the shadow of the coronavirus pandemic (COVID-19): opportunities and challenges. *Journal of Information Studies and Technology*, 2021(1), 5.
2. Al-Serafi, M. P. A., Mohamed Abdel Wahab, Abdel Fattah, Essam Atiyah, Allam, & rehab Elsayed. (2020). Entrepreneurship (Concept, Genesis, significance) -an analytical study. *Journal of the Faculty of Education in El Arish*, 8 (22.1), 124-170.
3. Izzat Saad Mahmoud, Mohammed, Kamel Mohammed Al-Jeddawi, & Ali Shawki Ali Salem. (2021). The knowledge economy supports the concept of entrepreneurship.
4. Ani is constant, and., Wajihah, bint Darwish Al-Zadjali, Maimouna, bint Hamad Al-qurainiya, & Lahiya. (2020). A proposed strategy for developing entrepreneurial skills among people with disabilities in the Sultanate of Oman case study. *Studies in university education*, 48(48), 381-415.
5. Aafir sajee Hani, & alidomi Ali Hassan. (2005). Measuring poverty in Yemen. *Iraqi Journal of Economic Sciences*, 3(9).
6. Sound, & Viva. (2014). Poverty and the problem of human security (Doctoral dissertation).
7. Rashid Amal Hamid, a. Dr. Salem Awad Hadi, & a. Dr. Bed Star gesture. (2020). The impact of the activities of the national poverty reduction strategy on achieving the Sustainable Development Goals. *Journal of Accounting and Financial Studies (JAFS)*, 15(51), 26-35.
8. The Iraqi, B. A. A., Bushra Ahmed El Sayed, El Sayed, Ashraf Lotfi, Hassan, Rushdi Fathi Mahmoud, ... & Ola Adil Ali. (2023). Measuring the impact of human development on poverty in Egypt. *Scientific journal of financial and commercial studies and research*, 4 (1), 427-463.
9. Abu shamaleh, N. (2021). A review of the volume, quality, and sources of economic growth in the Arab countries in the light of the sustainability requirements and the achievement of structural transformation. *Journal of the Faculty of Economics and Political Science*, 22 (3), 67-103.
10. Abdul Wahab, Y., & Yasser. (2018). Principles and mechanisms of governance and its role in supporting and developing the Egyptian local administration system. *Journal of the Faculty of Economics and Political Science*, 19(1), 193-212.
11. Spotted. (2014). Poverty from the perspective of international human rights law (Doctoral dissertation).
12. Mahmoud, A. H., & Mr. Hassan. (2022). Planning strategies and poverty reduction. *Cairo Journal of Social Service*, 34 (1), 1-21.
13. Ziyadeh Mohammed Mahmoud,. (2021). The role of entrepreneurship in achieving social responsibility. *Egyptian Journal of Business Studies*, 45 (4), 1-18.
14. Al-Manali, S., & Taha, U. (2024). The impact of community tourism on women's empowerment to achieve sustainable development: a case study of Nubia. *International Journal of Tourism and Hotel Studies*, 6 (2), 87-107.
15. My friend, my heretic, & Mr. Ahmed. (2023). Standard tests of the impact of financial liberalization on economic growth. *Revue d'ECONOMIE et de MANAGEMENT*, 21(2), 85-104.
16. Makhoulf Mohamed El Sayed, a. (2022). Maximizing the intellectual capital of Suez University to achieve its competitive advantage (proposed conception). *Journal of the Faculty of Education (Assiut)*, 38(6), 19-128.
17. Hassan, Rawia, (2001), the behavior of organizations", the University House for Printing, publishing, and Distribution,

- Alexandria, Egypt, P.393.
18. Haidar, J. I. (2012). The impact of business regulatory reforms on economic growth. *Journal of the Japanese and International Economies*, 26(3), 285-307.
 19. Gautam, (2021). "Elements of Entrepreneurship," Entrepreneurship Cell, Motilal Nehru College, Delhi University, September 2021.