Abstract

The study aimed to investigate the nature of the relationship between incubation strategies of Jordanian start-up projects capabilities for surviving and competitiveness. This was based on two facts, the first fact is related to the vital role that start-up projects plays in the Jordanian socio-economical growth, the second fact is related to the incubation strategies because of their expected contribution in helping start-up project by kit-throw form the critical period of their life cycle where they might face high probability of failure.

Using descriptive–analytical method and depending on primary sources represented by questionnaire and personal interview to collect necessary data, and the secondary sources of information represented by specialized administrative literature. The study population consisted of all business incubation firms operating in Jordan. The unit of observation consisted of all incubator managers and their assistants. The total sample of the study reached (31). Through applying proper descriptive and analytical statistical techniques, the study reached some important findings and conclusion as follows:

- The ranking of the three key elements in Jordanian incubation strategies by their relative importance indicates that: (diagnosing need and desire of start-up project to be incubated), (incubated start-up competitive position check-up including SWOT re-analysis), and (managerial back-up different forms) have significant effect on incubating the incubated projects from the dangerous critical period of their life cycle where they meet high risk of failure.

- Diagnosing need and desire of Jordanian incubated projects occupy the first position having the highest relative importance by its significant effect on Jordanian incubation strategies success indicating, while the second position was to the (start-up project competitive position check-up) and the third position in relative importance was attributed to the (managerial back-up different forms).

- The variance in degree of effectiveness between Jordanian incubators performed strategies is explained by the significant differences only in the three of the ten characteristics forming the Jordanian incubators’ firm’s profile. These three characteristics are respectively (firm’s seniority by age), (firm’s working capital) and (firm’s geographic location) of the company by age, working capital and geographic location).

Start-up projects incubation activities must be considered as voluntary non-profit and a national patriotism duty and all efforts in this direction are driven to ensure the continuation of supports for all start-up project due the vital dynamic role they play in the socio and economical growth in Jordan. This value has occupied the first position in relative importance of shared values list that their strategies included.

Jordanian start-up projects owners acting to pride their selves of their achievements make them hesitate asking to be incubated in the right timing of need. This cause gained the highest frequency among others causes that limited full success of Jordanian business incubation strategies.

The study recommended the following:

The study recommended that universities should play more important role in developing and creation awareness research and knowledge about business incubation.

The study recommended that Jordanian business incubation firms need to develop their operational capabilities to meet the various needs of incubated start-up by helping them to re-establish themselves to better meet of Jordanian business market specification and characteristics taking into consideration the tends and the changes of globalization phenomena.

The study recommended also that the Jordanian business incubators need to seek new horizons including diversity internal and external financial resources, to ensure greater back-up for start-up projects and support them to guarantee safe-pass-throw from the dangerous critical period of their life cycle where they meet high risk of failure.

The study recommended to establish a board or corporate national Jordanian business incubation strategy with support of both Jordanian government and private sector by synergic manner to ensure add value.