

THE STRATEGIC RESPONSE AND ITS IMPACT ON DIGITAL ENTREPRENEURSHIP, AN APPLIED STUDY IN THE MINISTRY OF COMMUNICATIONS - THE GENERAL COMPANY FOR COMMUNICATIONS AND INFORMATICS

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Abstract

The current research aims to know the impact of the strategic response as an independent variable with its dimensions (strategic flexibility, Strategic Sensitivity, collective intelligence) on the dependent variable digital entrepreneurship with its dimensions (digital knowledge, digital business environment, digital finance, digital leadership, digital entrepreneurial culture), and it has been adopted The analytical descriptive approach in analyzing the data and extracting results from it, the General Company for Communications and Informatics, which is one of the formations of the Ministry of Communications, was selected as a community for research, and the questionnaire was adopted as a tool to measure the paragraphs of the questionnaire with the help of personal interviews and to prove the validity of the basic hypothesis, which states (there is a statistically significant effect between the strategic response and digital entrepreneurship) or not, it was based on a number of statistical methods, including (factorial and exploratory analysis, linear transformation test, arithmetic mean, standard deviation, relative importance, coefficient of difference, structural equation modeling, simple and multiple regression, etc.) and with the help of the statistical program (SPSSV .25, AMOSV.25), the research came out with a set of results, the most important of which is evidence The basic hypothesis is correct and there is a significant effect of the strategic response in digital entrepreneurship.

Introduction

Since the beginning of the advent of information technology, great changes have been observed in society and industries around the world due to digital developments, as the digital world provides a large amount of different and large information. Changes, competition and development in the requirements and desires of customers, as well as an important need to keep pace with developments taking place in the world. The problem of the current research lies in facing the management of the researched company to resist change from other ministries and its lack of response in order to implement digital transformation and development. The current

research sought to reach a set of goals, most notably defining a relationship The link and influence between the research variables (strategic response, digital entrepreneurship) and arouse the attention of other governmental and private institutions and urge them to cooperate with the researched company. surveyed and the extent of its impact on the company's effectiveness in achieving In order to achieve its goals, the General Company for Communications and Informatics, one of the formations of the Ministry of Communications, was chosen to be a community for research due to its importance and being primarily concerned. The research was applied to an intentional sample of managers amounting to (112) managers with positions (assistant director general, directorate director, department managers, division managers) And the analytical descriptive approach was used in analyzing the data, and in order to prove the validity of the basic hypothesis (there is a statistically significant effect between the strategic response and digital entrepreneurship), the questionnaire was adopted as a measurement tool that included (43) items with the help of personal interviews, and a set of statistical methods was adopted Including (factor and exploratory analysis, linear transformation test, arithmetic mean, standard deviation, relative importance, coefficient of variation, structural equation modeling, simple and multiple regression, etc.) using the program (SPSSV.25, AMOSV.25). Many previous studies have dealt with both The two variables, as the researcher dealt with (Affandi & Affandi, 2019) the strategic response as a mediating variable with the crisis management practices variable and the price strategy variable and dealt with The researcher (Mahmoud, 2021) studied the strategic response as a dependent variable with the variable of active leadership and the variable of mental alertness, and the researcher (Al-Jabri, 2020) dealt with digital entrepreneurship as a dependent variable with the variable of reflective leadership and the variable of strategic containment.

The first topic / research methodology

The current research presents the procedural structure of the research and represents the requirements of scientific research, through which it is able to clarify the previous theoretical and intellectual foundations, identify a problem, importance and objectives, as well as build a scheme and hypotheses that have been formulated and build measurement tools.

First: the research problem:

The business environment witnessed many challenges, the most prominent of which were technological and digital developments, and the emergence of many contemporary concepts in the field of technologies and electronics, so the emergence of the concept of digital entrepreneurship for business was one of these challenges. The company's management faces resistance to change in other ministries in order to implement this Transformation and development due to the adaptation of those ministries and agencies with their current system, which requires the management of the researched company to have a high degree of strategic response to the external environment that will enable it to face the challenges and contradictions of the parties dealing with it to face that problem, despite the belief of the General Company for Communications and Informatics in the importance of this transformation Digital, achieving digital entrepreneurship, shortening time, reducing costs, and maximizing revenues, and in line with the development witnessed by the external environment and other countries, that the General Company for Communications and Informatics is one of the companies concerned with this field, and it is an Iraqi governmental company specialized in providing communication services in all its forms, which is constantly striving to leadership

in its field. Accordingly, the research problem can be formulated and expressed by the following questions:

1- To what extent are the elements of strategic response available to the leaders of the researched company?

2- To what extent are the elements or application of the elements of digital entrepreneurship available in the researched company? 3- How can the strategic response contribute and affect the achievement of digital entrepreneurship?

Second: the importance of research:

1- The current research represents a scientific and applied contribution to determine the level of influence of the research variable, the strategic response in digital entrepreneurship in the General Company for Communications and Informatics, which has adopted a field of research and application.

2- Introducing the researched company to the importance of research variables and the extent of their impact on the company's effectiveness in achieving its objectives in general.

3- Clarifying the elements and variables of the strategic response and digital entrepreneurship adopted in the company and the limits of the availability of its components in an Iraqi institution.

Third: Research objectives:

The research seeks to achieve a set of goals as follows:

1- Provide a theoretical framework on strategic response and digital entrepreneurship.

2- Determine the correlation and influence between the research variables (strategic response, digital entrepreneurship).

3- Arousing the attention of other governmental and private institutions and urging them to cooperate with the researched company in finding a mechanism to implement digital business and work with it in a way that serves the community.

Fourth: The hypothetical research scheme:

The hypothetical scheme constitutes the intellectual and conceptual structure of the research, in which the main and sub-variables are identified, with an indication of the correlation and influence relationships between them, as shown in the following figure:

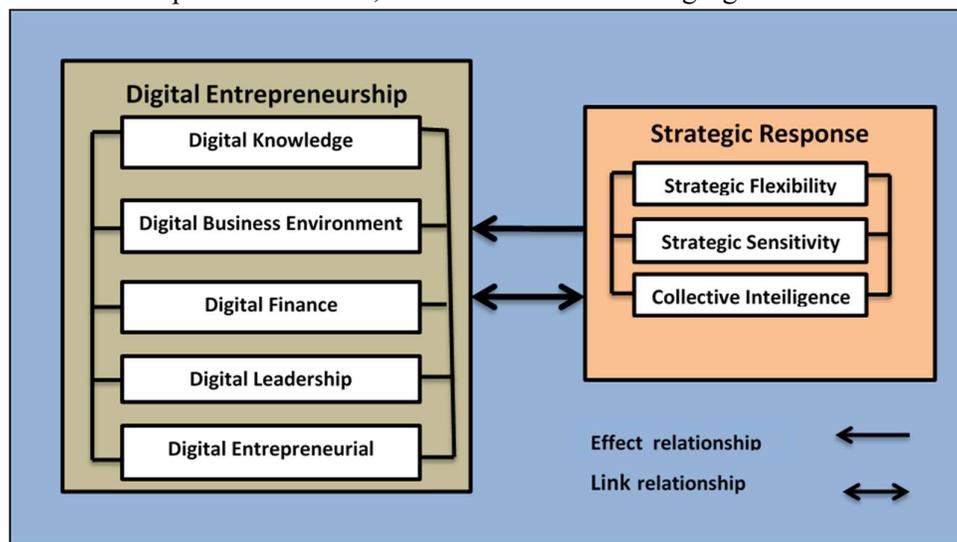


Figure 1: Default search schema

Source: prepared by the researcher

Fifth: research hypotheses: -

The first main hypothesis: There is a significant correlation between strategic response in its dimensions and digital entrepreneurship in its dimensions.

The second main hypothesis: There is a statistically significant effect between strategic response and its dimensions and digital entrepreneurship.

Sixth: Research Methodology:- -

1- The research methodology is referred to as the plan that explains the methods and procedures for collecting and analyzing data and through which the research is designed and its procedures are carried out. The facts, so that the description of the case should be associated with its analysis, and then draw conclusions and stop at the most prominent indicators through which (interaction, relationship, and influence) between the basic and sub-variables can be expressed (Al-Najjar, 2015: 157). Accordingly, the researcher relied on the descriptive analytical approach, which is compatible with the current research.

2- The validity and stability of the questionnaire: In order to verify the stability of the measurement tool, the research adopted the most common method, which is Cronbach alpha, whose value is considered reliable and reliable whenever it exceeds (0.70) at the level of behavioral research (Tavakol & Dennick, 2011: 54). If it reaches the value of Cronbach alpha For the strategic response (0.967) and the value of the structural validity coefficient (0.983), while the value of Cronbach's alpha for digital entrepreneurship was (0.966) and the value of the structural validity coefficient was (0.983).

3- Procedural definitions of the research variables:

-Strategic Response (independent variable): The ability of the company's management to take appropriate measures in the face of various changes that it may be exposed to, whether internal or external changes, with the aim of generating a competitive advantage and ensuring its survival and continuity in achieving its current and future goals.

-Digital Entrepreneurship (dependent change): The ability to seize opportunities based on the use of digital technologies to provide innovative and advanced services that contribute to satisfying the needs and desires of customers in line with the requirements of the digital age.

Seventh: Study Limits:

- Spatial limits: The research was tested with its hypothetical plan in (the General Company for Communications and Informatics) affiliated to the Ministry of Communications and as a field of application located in Abu Nawas Street in Baghdad.

- Temporal limits: It extended from October 2022 to December 2022, during which data were collected, as well as the questionnaire distribution, retrieval, and personal interviews.

Eighth: Data and information collection tools:

A number of special tools were relied upon in collecting and analyzing data, in order to reach the final results, as follows:

- 1- Theoretical side: The research relied on various scientific sources, which were embodied in Arabic and foreign literature, represented by books, periodicals, treatises, and websites.
- 2- The applied side: The research relied on the applied side on a set of means:
 - A- The questionnaire: The questionnaire was adopted as one of the tools that are compatible with the research and its objective, as the questionnaire included (43) items according to the main and sub-variables. According to (Likert) five-point scale (1-strongly agree...to...5-strongly disagree), and the scales (Goyette, 2020) and (Mahmoud, 2021) were adopted for the strategic response, and the scales (Zhao & Colli, 2016) and (Anokar, 2016) and (Al-Jabri, 2020) for digital entrepreneurship.
 - B- Personal interviews: Personal interviews are considered one of the effective methods for collecting the data that the researcher wants to obtain from the research sample, and because they provide the data directly.

The second topic: the theoretical side

First: the strategic response

- A- Strategic response: Today, companies are facing increasingly dynamic and changing environments, characterized by large and often unexpected technological, political and economic changes (Schmitt et al., 2016:1), where companies must respond to the dynamic changes imposed on them in order to ensure A means of survival and continuity (Johnson, 2004: 721), the philosophy of the theory of reliance on resources for strategic response, referred to the company's reliance on its resources to examine its ability to respond strategically to non-profit organizations during the economic crisis, and to determine the extent of its success or failure, and this depends on the extent to which it relies on the response from Without it, successful companies adjust their structure and behavior patterns to secure better resources from the external environment and gain strength, as well as help companies reduce their dependence on others in order to obtain the necessary resources for their own needs (Raffo et al., 2016:51). There are many concepts and definitions that researchers came up with to define this important variable, referred to by (Pearce & Robinson 1991) as a set of decisions and procedures that lead to the formulation and implementation of plans designed to achieve the company's goals, and it is part of the competitive strategies that companies develop in defining their goals and that they are reactions What is happening in the corporate environment (Goro, 2003:2).
- B- Dimensions of the strategic response:
 - 1- Strategic flexibility: It refers to the degree to which the company is ready to change its strategies and respond to opportunities, threats, and changes in its external environment (Zahra at al, 2008:1035).
 - 2- Strategic Sensitivity: It is the company's ability to survey and develop its knowledge about its context and internal evaluation of its capabilities, its alignment of functions and behavior, and its drive towards its goals and objectives (Diete-Spiff, 2021:35).
 - 3- Collective intelligence: as the ability of the group to perform a variety of tasks (Woolley at el, 2015: 420).

Second: digital entrepreneurship

A- The concept of entrepreneurship (Entrepreneurship) is an old concept that dates back to the Austrian economist Joseph Schumpeter in (1883-1950), and he is the first economist who determined that entrepreneurship represents the main factor for economic growth, as it has the ability to create new products and services, as well as to search for all new and innovative ways. that stimulate economic growth (Brizek, 2014:2). Digital entrepreneurship was defined by (Bogdanowicz, 2015: 14-15): it is the business and activities carried out by pioneers who seek to generate value through the creation or expansion of economic activity through the identification and exploitation of information technology.

B- Dimensions of digital entrepreneurship:

- 1- Digital knowledge: (Anckar, 2016:39) and (Al-Jabri, 2020: 125) agreed that it refers to patents in the digital world, which express digital knowledge, in digital entrepreneurship, and pay attention to the importance and necessity of making better use of that knowledge. Exploitation to achieve and generate value and find digital opportunities related to entrepreneurial work and how digital knowledge affects finding digital entrepreneurs through it, even if by chance or without prior planning, but through knowledge innovation achieved.
- 2- Digital business environment: The digital environment provides resources that are independent of place and time and easy access to resources on a large scale. The digital environment provides many opportunities for all companies and encourages individuals to use digital media to communicate, cooperate, and exchange knowledge and information, through An appropriate gateway to become competent and qualified members of the knowledge society, and this environment is more effective in adapting to previous knowledge (Al-Ta'i, 2022: 79).
- 3- Digital finance: Digital finance allows individuals, companies, and emerging organizations to be independent from traditional methods, using the Internet to obtain the necessary financing. Digital finance includes all digital types to provide capital, and many platforms provide digital services, in the field of factoring, billing and leasing, and crowdfunding (Gomber et al., 2017:543).
- 4- Digital Leadership: Digital leadership has been defined as a leader focusing on the digital context, when thinking about strategy, business models, information technology, talent, opportunities, and other digital capabilities as unique sources of value creation (Kieser, 2017:14).
- 5- Digital Entrepreneurial Culture: Entrepreneurial culture refers to the values that facilitate the process of identifying opportunities, discovering new sources of value, creating products and processes that lead to high organizational performance, and enhance the company's ability to adopt different solutions that go beyond the limits of routine solutions. , which leads to the reorganization of its resources, to seize the opportunities offered by the environment (Adonisi, 2003:6).

The third topic: the practical framework

First: Testing the Correlation Hypothesis:

Testing the first main hypothesis: (There is a significant correlation between the strategic response and digital entrepreneurship) It is clear from Table (1) that there is a strong and significant positive correlation between the strategic response and digital

entrepreneurship, as the value of the correlation coefficient between them was (0.698**). It is a significant value at a significant level (1%), with a confidence level of (99%).

This result indicates the extent to which the General Company for Communications and Informatics, the research sample, is interested in the strategic response variable in terms of following up the developments in the environment and the resulting changes, and how it follows realistic response strategies that establish a scientific approach in dealing with the surrounding circumstances, and based on the foregoing, the first main hypothesis can be accepted .

Table (1): Correlations between strategic response and its dimensions and digital entrepreneurship

The independent variable / dependent variable	strategic response	Dimensions of the strategic response		
		Strategic flexibility	Strategic Sensitivity	collective intelligence
Digital entrepreneurship	.698**	.658**	.686**	.541**
Sig. (2-tailed)	.000	.000	.000	.000
result (resolution)	There is a strong positive correlation with significant significance at the level of 0.01 between the strategic response and its dimensions and digital entrepreneurship			

Source: prepared by the researcher in the light of the output of the statistical program (SPSS V.25) N=112, P ≥ 0.01

Depending on the results of Table (1), the sub-correlation hypotheses emanating from the first main hypothesis can be tested, as follows:

a. Testing the first sub-hypothesis: (There is a significant correlation between strategic flexibility and digital entrepreneurship (digital knowledge, digital business environment, digital finance, digital leadership, digital entrepreneurial culture))

It is clear from Table (1) that there is a strong and significant positive correlation between strategic flexibility and digital entrepreneurship, as the value of the correlation coefficient between them was (0.658**), which is a significant value at a significant level (1%), with a confidence rate of (99%). . This result indicates that the interest of the management of the General Company for Communications and Informatics, the research sample, in the dimension of strategic flexibility and how to control its reactions and response to competitors' movements, and depending on the foregoing, the first sub-hypothesis emanating from the first main hypothesis can be accepted.

B. Testing the second sub-hypothesis: (There is a significant correlation between Strategic Sensitivity and digital entrepreneurship (digital knowledge, digital business environment, digital finance, digital leadership, digital entrepreneurial culture))

It is clear from Table (1) that there is a strong and significant positive correlation between Strategic Sensitivity and digital entrepreneurship, as the value of the correlation coefficient between them was (0.686**), which is a significant value at a significant level (1%), with a confidence rate of (99%). . This result indicates that the interest of the management of the General Company for Communications and Informatics, the research sample, in its strategic sensor units and how to adapt them to diagnose competitors' movements and collect the necessary information about developments in the field of communication services and the nature of the technologies used in terms of devices, equipment and Internet service facilities. Depending on the above, the hypothesis can be accepted The second sub-section emanating from the first main hypothesis.

c. Testing the third sub-hypothesis: (There is a significant correlation between collective intelligence and digital entrepreneurship (digital knowledge, digital business environment, digital finance, digital leadership, digital entrepreneurial culture))

It is clear from Table (1) that there is a strong and significant positive correlation between collective intelligence and digital entrepreneurship, as the value of the correlation coefficient between them was (0.541**), which is a significant value at a significant level (1%), with a confidence rate of (99%) .

This result indicates that the management of the General Company for Communications and Informatics, the research sample, is interested in team work and the establishment of work groups that are assigned different tasks, especially with regard to the responsibilities of developing communication services, the diversity of offers presented to customers, and how to adopt new methods to attract new customers. On the foregoing, the third sub-hypothesis emanating from the first main hypothesis can be accepted.

In order to test the correlations between the dimensions of the strategic response and the dimensions of digital entrepreneurship, we note the results of Table (2), as follows:

- It is clear from Table (2) that there are strong correlations between the dimension of strategic flexibility and the dimensions of digital entrepreneurship (digital knowledge, digital business environment, digital financing, digital leadership, and digital entrepreneurial culture) at the level of the General Company for Communications and Informatics, the research sample, as the value of transactions Correlation (0.574**,0.462**,0.425**,0.464**,0.520**) ,respectively. They are significant values at a significant level (1%), with a confidence level of (99%).

- It is clear from Table (2) that there are strong correlations between the Strategic Sensitivity dimension and the dimensions of digital entrepreneurship (digital knowledge, digital business environment, digital financing, digital leadership, and digital entrepreneurial culture) at the level of the General Company for Communications and Informatics, the research sample, as the value of transactions Correlation(0.535**,0.453**,0.398**,0.476**,0.541**), respectively. They are significant values at a significant level (1%), with a confidence level of (99%).

- It is clear from Table (2) that there are strong correlations between the collective intelligence dimension and the dimensions of digital entrepreneurship (digital knowledge, digital business environment, digital finance, digital leadership, and digital entrepreneurial culture) at the level of the General Company for Communications and Informatics, the research sample, as the

value of transactions Correlation (0.548**,0.449**,0.325**,0.373**,0.425**), respectively. They are significant values at a significant level (1%), with a confidence level of (99%).

Table (2) the correlations between the dimensions of strategic response and the dimensions of digital entrepreneurship

dimensio ns	digital knowledg e	digital business environme nt	digital financ e	Digital leadershi p	Digital entrepreneuri al culture	The number of relationshi ps accepted
Strategic flexibility	.574** .000 112	.462** .000 112	.425** .000 112	.464** .000 112	.520** .000 112	5
Strategic Sensitivit y	.535** .000 112	.453** .000 112	.398** .000 112	.476** .000 112	.541** .000 112	5
collective intelligen ce	.548** .000 112	.449** .000 112	.325** .000 112	.373** .000 112	.425** .000 112	5

Source: prepared by the researcher in the light of the output of the statistical program (SPSS V.25) N=112, P ≥ 0.01

Second: Testing the impact hypothesis:

Testing the second main hypothesis: (There is a statistically significant effect between the strategic response and digital entrepreneurship)

Figure (2) shows that there is a significant effect of the strategic response variable in digital entrepreneurship, as it is clear that the value of the standard parameter estimate (the standard impact coefficient) has reached (0.68), and this means that the strategic response variable affects the digital entrepreneurship variable by (68%) at the level of the General Company for Communications and Informatics, the research sample, and this means that the variable of digital entrepreneurship will increase by (68%) in the event of an increase in interest in the strategic response by one unit. We also note that the value of the impact coefficient is a significant value, because the value of the critical ratio (.C.R) shown in Table (3) of (9.690) is a significant value at the level of significance (P-Value) shown in the same table.

As shown in Figure (2), the value of the interpretation coefficient (R²) has reached (0.46), and this means that the changes that occur in the variable of digital entrepreneurship are due (46%) of them to the change in the strategic response, and the remaining percentage of (54%) is due to variables Others not included in the search form. This result indicates that there is a significant effect of the strategic response in digital entrepreneurship at the level of the research sample company. Based on the foregoing, the second main hypothesis can be accepted.

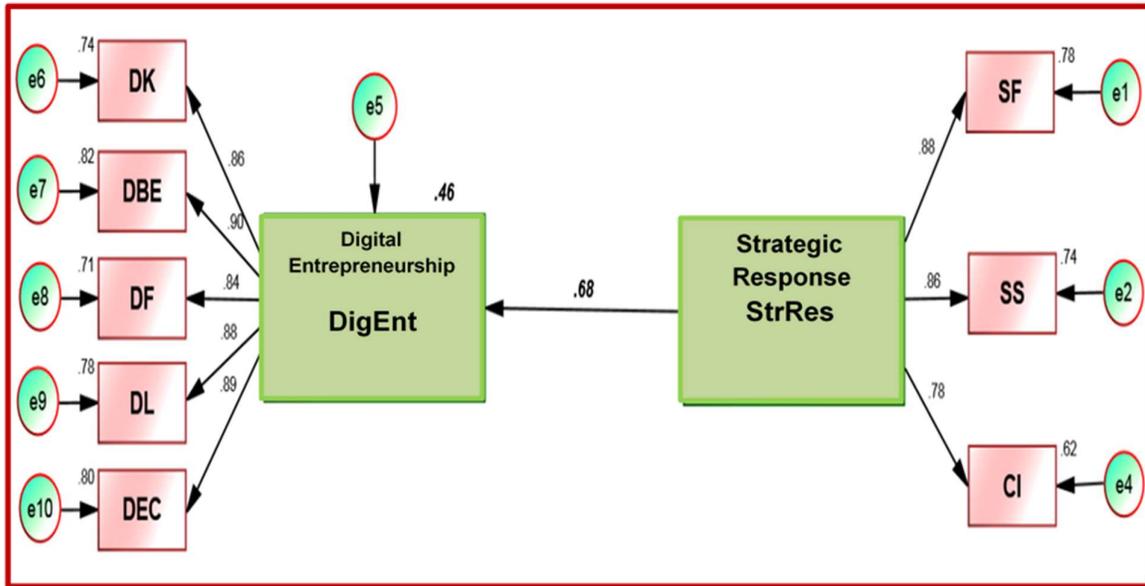


Figure (2)The impact of strategic response in digital entrepreneurship
 Source: Outputs of (Amos V. 25) Program

Table (3) tracks and parameters for testing the impact of the strategic response in digital entrepreneurship

Morale percentage	critical ratio	standard error	Non-standard rating	Standard regressive weights	tracks		
***	9.690	.060	.586	.677	strategic response	--->	Digital entrepreneurship
***	13.322	.069	.926	.784	strategic response	--->	CI
***	19.770	.048	.048	.883	strategic response	--->	SF
***	17.855	.051	.051	.861	strategic response	--->	SS
***	17.736	.061	.061	.860	Digital entrepreneurship	--->	DK
***	16.446	.050	.050	.842	Digital entrepreneurship	--->	DF
***	22.309	.048	.048	.904	Digital entrepreneurship	--->	DBE

***	19.656	.052	.052	.881	Digital entrepreneurship	--->	DL
***	20.815	.049	.049	.892	Digital entrepreneurship	--->	DEC

Source: Output of (Amos V.25) Program

Based on the foregoing, it is possible to test the sub-hypotheses of influence emanating from the second main hypothesis, as follows:

a. Testing the first sub-hypothesis: (There is a statistically significant effect relationship between strategic flexibility and digital entrepreneurship (digital knowledge, digital business environment, digital finance, digital leadership, digital entrepreneurial culture))

Figure (3) shows the existence of a positive effect with significant significance for the dimension of strategic flexibility in digital entrepreneurship, as we note that the value of the standard impact coefficient has reached (0.27), and this means that the dimension of strategic flexibility affects the variable of digital entrepreneurship by (27%) at the level of The General Company for Communications and Informatics, the research sample. This means that changing one unit deviation from the dimension of strategic flexibility in the research sample company will lead to a change in digital entrepreneurship by (27%). This value is considered significant because the value of the critical ratio (.C.R) shown in Table (4) amounting to (2.795) is a significant value at a significant level of (0.026).

Based on the foregoing, the first sub-hypothesis emanating from the second main hypothesis can be accepted.

B. Test the second sub-hypothesis: (There is a statistically significant effect relationship between Strategic Sensitivity and digital entrepreneurship (digital knowledge, digital business environment, digital finance, digital leadership, digital entrepreneurial culture))

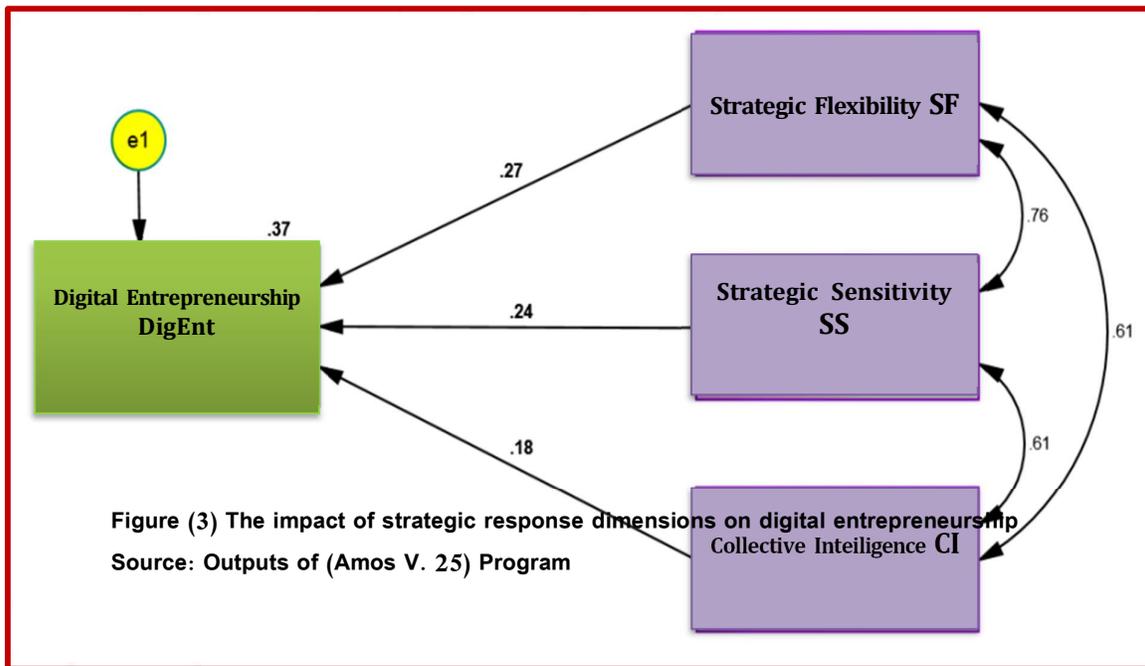
Figure (3) shows the existence of a positive effect with significant significance for the Strategic Sensitivity dimension in digital entrepreneurship, as we note that the value of the standard impact coefficient has reached (0.24), and this means that the Strategic Sensitivity dimension affects the digital entrepreneurship variable by (24%) at the level of The General Company for Communications and Informatics, the research sample. This means that changing one unit deviation from the Strategic Sensitivity dimension in the research sample company will lead to a change in digital entrepreneurship by (24%). This value is considered significant because the value of the critical ratio (.C.R) shown in Table (4) amounting to (2.443) is a significant value at a significant level of (0.031).

Based on the foregoing, the second sub-hypothesis emanating from the second main hypothesis can be accepted.

c. Test the third sub-hypothesis: (There is a statistically significant effect relationship between collective intelligence and digital entrepreneurship (digital knowledge, digital business environment, digital finance, digital leadership, digital entrepreneurial culture))

Figure (3) shows that there is a positive effect of significant significance for the collective intelligence dimension in digital entrepreneurship, as we note that the value of the standard impact coefficient has reached (0.18), and this means that the collective intelligence dimension

affects the digital entrepreneurship variable by (18%) at the level of The General Company for Communications and Informatics, the research sample. This means that changing one unit deviation from the collective intelligence dimension in the research sample company will lead to a change in digital entrepreneurship by (18%). This value is considered significant because the value of the critical ratio (.C.R) shown in Table (4) amounting to (2.079) is a significant value at a significant level of (0.043). Based on the foregoing, the third sub-hypothesis



Morale percentage	critical ratio	standard error	Non-standard rating	Standard regressive weights	tracks		
.026	2.795	.078	.218	.271	Strategic flexibility	-- - >	Digital entrepreneurship
.031	2.443	.079	.193	.236	Strategic Sensitivity	-- - >	Digital entrepreneurship
.043	2.079	.063	.131	.179	collective intelligence	-- - >	Digital entrepreneurship

Source: Outputs of (Amos V. 25) Program

Conclusions and recommendations

Conclusions:

1- The strength of the correlation between the strategic response and digital entrepreneurship due to the enjoyment of the directors of the General Company for Communications and Informatics with a high ability of flexibility and their use of a forward-oriented strategic perspective that helps them in making the best and most appropriate decisions.

2- The strength of the correlation between Strategic Sensitivity and digital entrepreneurship appeared due to the digital knowledge enjoyed by the managers of the General Company for Communications and Informatics to obtain the ability to discover digital opportunities.

3- Despite what was achieved by the strength of the correlation between collective intelligence and high digital entrepreneurship, it was not at the required level, because the dimension of digital financing did not receive sufficient support from the directors of the General Company for Communications and Informatics, due to the presence of some difficulties that the company's management faces in financing its projects and the lack of laws Supporting the use of digital technologies in financial transactions between all parties.

4- It was found that there is a positive impact of the strategic response on digital entrepreneurship in the General Company for Communications and Informatics, due to the strategic flexibility enjoyed by the company's managers.

Recommendations:

1- The management of the General Company for Communications and Informatics should support and improve the strength of the correlation between the strategic response and digital entrepreneurship to maintain the rise in it by adopting mechanisms to monitor and analyze competitors' behavior and what they develop in terms of skills, work methods and services.

2- The management of the General Company for Communications and Informatics should pay attention to and strengthen the correlation between Strategic Sensitivity and digital entrepreneurship among its managers, especially after digital knowledge.

3- The management of the General Company for Communications and Informatics should support and improve the strength of the correlation between collective intelligence and digital entrepreneurship among its managers, especially after digital financing.

4- The management of the General Company for Communications and Informatics should support and improve the impact of the strategic response on digital entrepreneurship by supporting and strengthening the strategic flexibility dimension of its managers.

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