



College of Entrepreneurship and Innovation

Program: Master of Entrepreneurship

Subject: Unveiling Entrepreneurial Understanding: A Phenomenological Study of
Government Employees.

العنوان: الكشف عن المفهوم الريادي لدى الموظفين الحكوميين: دراسة ظاهرية

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Introduction

Entrepreneurship is widely recognized as a driving force behind economic development, spurring innovation, and creating employment opportunities across nations (Bosma & Levie, 2010). Over the past decades, its pivotal role in shaping modern economies has attracted significant attention (Audretsch & Thurik, 2001). This dynamic is especially prominent in countries undergoing rapid economic transformation and diversification, such as Saudi Arabia. In the context of Saudi Arabia's Vision 2030, entrepreneurship emerges as a critical component, aiming to reduce the country's dependence on oil by fostering a thriving private sector and stimulating small and medium-sized enterprises (SMEs) (Al-Salem, 2019).

Within this transformative framework, the perspective of those deeply entrenched in the public sector, specifically government employees, becomes invaluable. Government policies, especially in nations undergoing significant economic shifts like Saudi Arabia, can either invigorate or stifle entrepreneurial ventures (Bruton, Ahlstrom, & Li, 2010). This sentiment is reflected in Saudi's Vision 2030, which seeks to bolster an entrepreneurial mindset and cultivate an environment conducive for businesses to flourish (Al-Dosary, 2018).

The juxtaposition of Saudi Arabia's rigid bureaucratic structures with the dynamic entrepreneurial spirit epitomized in Vision 2030 presents a landscape of contrasts. While it's often assumed that government sectors resist change, Saudi government employees, with their ground-level insights and firsthand experiences, are positioned to offer crucial perspectives on this transformative journey (Nabi & Linan, 2013).

This study thus embarks on a mission to probe the perceptions and experiences of these government professionals in Saudi Arabia, situated at the intersection of bureaucratic machinery and the Vision 2030's ambitious entrepreneurial goals. By exploring their insights, we aim to foster a deeper understanding of the challenges and opportunities that lie ahead in the nation's entrepreneurial landscape.

Methodology

Research Design

A qualitative research design is chosen due to the study's exploratory nature. This design facilitates a deep dive into the nuanced perspectives and experiences of KAMC government employees concerning entrepreneurship in the Vision 2030 landscape.

Sampling

Target Population: The study zeroes in on government employees within King Abdullah Medical City.

Sampling Method: A purposive sampling strategy will be deployed, focusing on individuals who have interacted with or been impacted by Vision 2030 initiatives related to entrepreneurship and economic diversification within the healthcare domain.

Sample Size: To ensure a balanced blend of depth and breadth in insights, 30 participants from various departments within KAMC will be interviewed.

Data Collection

Interviews: Participants will undergo semi-structured interviews with open-ended questions tailored to extract detailed insights about their perceptions of and experiences with entrepreneurship, especially within the ambit of Vision 2030.

Document Analysis: An examination of pertinent documents, including KAMC policies, Vision 2030 strategic documentation, and reports on entrepreneurial initiatives within the Saudi healthcare sector, will supplement primary interview data.

Data Analysis

A systematic thematic analysis approach will be employed:

Transcription: Interview content will be transcribed verbatim.

Familiarization: Immersive reading of the data will be undertaken to glean overarching insights.

Coding: Preliminary codes will be derived from the data.

Themes Identification: These codes will be synthesized to discern overarching themes.

Themes Refinement: Themes will be rigorously reviewed and honed.

Finalization: Each theme will receive a clear, descriptive title.

Report Compilation: Thematic insights will be cohesively integrated into a detailed analytical report.

Validity and Reliability

To ensure validity, participants will verify a summary of the findings, ensuring the analysis resonates with their perspectives. For reliability, a separate researcher will code a segment of the data, followed by a comparison to gauge coding consistency.

References:

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