

The role of Intellectual capital on family business companies sustainability in Jenin Governorate

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Abstract

The study aimed to identify the role of intellectual capital in the sustainability of family in Jenin Governorate. The researcher followed the descriptive approach. He designed a questionnaire which included 56 active sections divided into five areas divided into two parts. (0.94), the total degree of sustainability (0.87), and the total value of the total area of investment (0.87) , And the study complex is all family businesses in Mah The word Jenin, and the researcher used the simple random sampling method, where the total study sample (150) single, was recovery (120) questionnaire was considered a representative sample of the community.

The study found that the total degree of intellectual capital was high, with a total mathematical mean (3.94) and a high degree of estimation. The standard deviation was (0.51) and relative weight (87.8). The overall degree of sustainability in family businesses in Jenin governorate was high, (3.85). The standard deviation is about 0.43 and a relative weight (77.1). This confirms the direct role of intellectual capital in the sustainability of family businesses in Jenin Governorate.

The results showed that there was no significant difference at the level of α (α), which was a significant positive correlation between the components of intellectual capital (human capital, structural capital, capital relations, creative capital) 00.05) in the attitudes of the respondents towards the role of intellectual capital in the sustainability of family businesses in Jenin governorate in all fields of study due to the variable (age, number of employees, years of experience), and significant differences in the field of intellectual capital, Year of Establishment "Age of Company").

The study concluded with a set of recommendations, including the need to deal with intellectual capital as a major and strategic resource among the resources owned by family companies, and monitor it through periodic measurement and preservation and investment for the purpose of continuous development, and building a positive organizational culture supportive of intellectual capital, Strengthening the organizational structures of family businesses and abandoning the traditional structures in a manner commensurate with the administrative efficiency in the work environment, and harmonizing them with internal processes and developing them continuously and flexibly, enhancing the relationship with the beneficiaries through developing mechanisms and means At the level of communication to identify the changing needs of customers and to meet and satisfy them.