

The Effect of Crowdfunding on Entrepreneurship

Exploratory Study from the Perspective of
Entrepreneurs in Business Incubators in Jordan

اثر التمويل الجماعي في ريادة الأعمال
(دراسة استطلاعية من وجهة نظر رواد الأعمال في حاضنات
ال الأعمال الأردنية)

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A Thesis submitted in partial fulfillment of the requirements for the
degree of Master of E-Business

Department of Business Administration

Faculty of Business

Middle East University

May - 2016

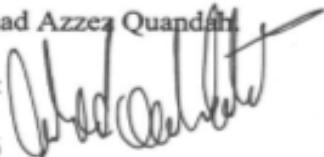
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Discussion committee Decision

This thesis of the student Enad Azzez Quandah, which studied "The Effect of Crowdfunding on Entrepreneurship", has been defined, accepted and approved on 31/05/2016.

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Acknowledgement

Before anything I would thank God for everything, everything that I had so far in my life and anything that I will have.

This thesis was reflecting my working experience with an educational knowledge at MEU, driven by my parent's personal dream and my wife's of having high level of education. As a start, I would like to express my wholehearted and sincere gratitude to Dr. Hanadi Salameh, for her guidance, time, and patience, in supporting this thesis and supporting me during every stage of its development.

I am grateful to all respondents who responded to my questionnaire and made the process of data collection run fast and smoothly.

Sincerely Yours,

Enad Quadnah

Dedication

This page was the hardest to write, because words can't express what I feel about people who were supporting me all the way, without any return or interest starting with my lovely supportive parents and wife, to my small lovely family ending with friends and relatives. I would love to say: Thank you all, without you I wouldn't be here, maybe this is the first time that I can tell everyone that those are the real people who deserve to be thanked.

Yours truly,

Enad Quandah.

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The Effect of Crowdfunding on Entrepreneurship

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Abstract

This research investigates the effect of crowdfunding on entrepreneurship. The population of the study includes Jordanian entrepreneurs, (200) questionnaires were distributed among 200 Jordanian entrepreneurs; the (200) questionnaires were all collected. The researcher used the quantitative research methods in the form of simple liner regression and multi regression..The study explored a number of important and significant results that can be summarizing as follows: This study confirmed the positive effect of crowdfunding methods and processes on Jordanian entrepreneurship in term of value of creation and freedom of innovation. This study exposed that the most effective crowdfunding methods are donation and pre-purchasing in granting entrepreneurship freedom of innovation and value of creation.

Keywords: Crowdfunding, fund-raising, freedom of innovation, entrepreneurship, value of creation.

اثر التمويل الجماعي في ريادة الأعمال

الطالب: عناد قندح
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الملخص

هذا البحث يدرس تأثير التمويل الجماعي في ريادة الأعمال. حيث ان يشمل مجتمع الدراسة ريادي الأعمال في الأردن، حيث وزعت (200) استبانة على عينة الدراسة، و (200) استبانة تم جمعها، وهذا يجعل نسبة الاستبيانات المسترجعة الصحيحة والقابلة للدراسة (100٪) من مجموع توزيع استبيانات. استخدم الباحث طريقة الدراسة الكمي، حيث تم استخدام البيانات التي تم جمعها من ردود الاستبيانات ودراستها من خلال الحزمة الإحصائية للعلوم الاجتماعية (SPSS) لتنفيذ اختبار الانحدار البسيط واختبار الانحدار المتعدد. واستخلصت الدراسة عدداً من النتائج المهمة التي يمكن أن تلخص كما يلي: اظهرت هذه الدراسة تأثير عمليات وطرق التمويل الجماعي في ريادة الاعمال في الأردن على قيمة الخلق وحرية الابداع بشكل ايجابي . وأظهرت هذه الدراسة أن معظم طرق التمويل الجماعي التي تأثر على قيمة الخلق وحرية الابداع بشكل ايجابي هي التبرع والشراء المسبق للبضائع والخدمات، والتوصيات والأبعاد التي تمت مناقشتها في هذه الدراسة في وقت سابق.

كلمات مفتاحية: تمويل جماعي، جمع الأموال، حرية الابتكار، روح المبادرة، قيمة الخلق.

Chapter One

General Framework

- (1.1) Introduction**
- (1.2) Study Problem**
- (1.3) Study Objectives**
- (1.4) Study Significance**
- (1.5) Study Hypotheses and Questions**
- (1.6) Study Model**
- (1.7) Study Limitations**
- (1.8) Study Terminologies**

1.1 Introduction

The global financial crisis in 2008 had a big impact on the banking sectors as they have become more conservative and less willing to lend and fund. This has caused a big impact on worldwide economics as banks are not flexible in terms of funding and lending money to support creative ideas, startup and small and medium-sized enterprises (SMEs); hence, SMEs and entrepreneurs are in desperate need for alternative fundraising ideas after the reduction of spending in response to the financial difficulties. Therefore, crowdfunding has emerged to support entrepreneurs need for funds rising with the help of online payment and fundraising (Meyskens & Bird, 2015). Crowdfunding allows entrepreneurs to fund their project by pooling individual and backers contributions on the crowdfunding platform via Internet. It represents a grassroots response to plug the funding gap facing many independent creative projects (Figliomeni, 2014). Crowdfunding can offer a variety of financial and non-financial benefits to fund-seeking business ventures.

The basic methods used in crowdfunding are (Courtney, 2015; Kuti & Madarász, 2014):

1. Reward-based crowdfunding.
2. Donation-based crowdfunding.
3. Equity crowdfunding.
4. Credit-based crowdfunding.

Crowdfunding works through two mechanisms; the first one is “all-or-nothing” mechanism; if the project creator meets their funding goal in a dedicated period of time they will collect the money, if not they go out empty handed (Courtney, 2015), for example www.kickstart.com.

The second one is “keep-what-you-earn” mechanism; the project creator grasps the funding whether they reached the goal or didn’t at the dedicated time span (Figliomeni, 2015), for example www.Indiegogo.com.

Crowdfunding is preferred by entrepreneurs who are seeking to earn the competitive advantage since it gives them the freedom of innovation, unlike other ways of funding like angels and VC (venture capital) where business owners are (overly) involved in the process of decision making, which can be a deal-breaker as entrepreneurs may be concerned about investors interfering in their business (Macht & Weatherston, 2014). “The crowd does not expect to have an active role in supporting and controlling the enterprise” (Kuti & Madarász, 2014). Crowdfunding investors are often driven by the purpose and value creation goals of the entrepreneur, social value and environmental value. (Meyskens & Bird, 2015), also there is an economic value.

1.2 Statement of the Problem

Entrepreneur projects and entrepreneurs are always faced with the challenge of finding the funding they need to kick off their creative ideas and projects. Crowdfunding allows entrepreneurs to fund their project by pooling individual and backers contributions on the crowd funding platform via Internet. It represents a grassroots response to plug the funding gap facing many independent creative projects (Figliomeni, 2014). Crowdfunding can offer a variety of financial and non-financial benefits to fund-seeking business ventures.

1.3 Study Objectives

The main objective of this study is to investigate the effect of crowdfunding methods and processes on entrepreneurship in terms of freedom of invitation and value of creation by achieving the following objectives:

1. To investigate the effect of crowdfunding methods on entrepreneurship freedom of innovation.
2. To investigate the effect of crowdfunding methods on entrepreneurship value of creation.
3. To determine the effect of crowdfunding processes on entrepreneurship freedom of innovation.
4. To determine the effect of crowdfunding processes on entrepreneurship value of creation.

1.4 Study Significance

Academic literature of this emerging field is virtually non-existent, consisting of only very small number of published articles and working papers (Macht & Weatherston, 2014). Owing to the newness of this funding source, little is known about it and entrepreneurs, who are thinking about using crowdfunding, have very limited amount of literature at their disposal on which to base their decisions. On the academic side, the newness of the field results in a plethora of potential research avenues, all of which require exploration and subsequent theorizing and explanation (Macht & Weatherston, 2014). According to Meyskens & Bird (2015) entrepreneurship faces difficulties in financing new ideas; a problem solved by crowdfunding.

The contributions of the research fall into two key areas as following:

First, the result of this study may be useful and interesting for entrepreneurs and crowdfunding backers, as it will reveal the relationship between crowdfunding methods and processes and entrepreneurship freedom of innovation and value creation.

Second, this study aim to fill the obvious gap in literature according (Macht & Weatherston, 2014), and it preliminary steps to encourage Jordanian researchers to undertake further studies on the subject.

Finally, this study seeks to contribute to this research stream by providing insight into the linkage between the types of crowdfunding and the value creation goals of the entrepreneurship.

1.5 Study Questions and Hypotheses

The study has one main question: What is the effect of crowdfunding on entrepreneurship?

Based on the main question, the study seeks to answer the following sub-questions:

- Question 1: do crowdfunding methods affect entrepreneurship freedom of innovation?
- Question 2: do crowdfunding processes affect entrepreneurship freedom of innovation?
- Question 3: do crowdfunding methods affect entrepreneurship value of creation?

- Question 4: do crowdfunding processes affect entrepreneurship value of creation?

The researcher will address and answer these questions by administering a questionnaire among entrepreneurs in business incubators in Jordan and statistically analyzing responses and results.

Based on the study questions, the goal of this study is to test the following hypotheses:

Main Hypothesis

H0.0: Crowdfunding does not have an impact on entrepreneurship at (α 0.05)

Sub Hypotheses

H0.1: Crowdfunding methods don't have an effect on entrepreneurship freedom of innovation at (α 0.05).

H0.2: Crowdfunding methods don't have an effect on entrepreneurship value of creation at (α 0.05).

H0.3: Crowdfunding processes don't have an effect on entrepreneurship freedom of innovation at (α 0.05).

H0.4: Crowdfunding processes don't have a positive effect on entrepreneurship value of creation at (α 0.05).

1.6 Study Model

The model was developed by the researcher based on the study (Crowdfunding) by Kuti and Madarász (2014) and the study (Crowdfunding and value of creation) by Meyskens and Bird (2015) to measure the freedom of innovation and the value of creation. Also based on the study (Crowdfunding brings new opportunities for - CPAs) by Courtney (2015) and the study (Grassroots capitalism or: how I learned to stop worrying about financial risk in the exempt market and love equity crowdfunding) by Figliomeni (2015) to measure the effect of methods and processes.

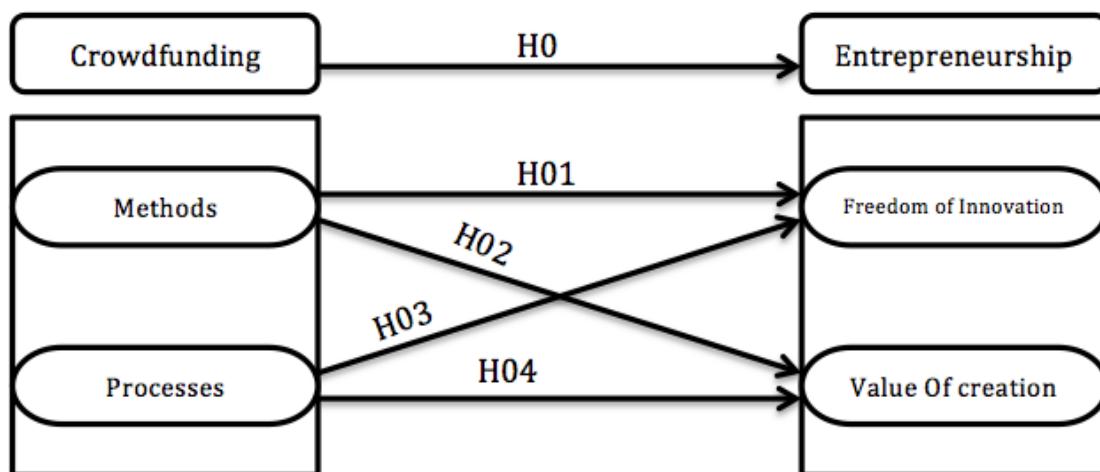


Figure (1.1): Study Model Based on (Kuti& Madarász,2014; Meyskens&Bird,2015; Courtney,2015; Figliomeni,2015).

1.7 Study limitations

The study has two main limitations:

1. The study is limited to entrepreneurs in Jordanian incubators.
2. The accuracy of the research results depends on the perception of entrepreneurs in business incubator.

1.8 Study Terminologies

Crowdfunding: Crowdfunding is a method of gathering small amount of money from a large number of people (Freedman, 2015).

Crowdfunding Methods: Crowdfunding methods are ways entrepreneurs utilize to upraise the fund through crowdfunding. There are four methods for entrepreneur to choose from depending on entrepreneur plan; each method is different from the other (Courtney, 2015).

Crowdfunding process: Crowdfunding processes are mechanisms that entrepreneur uses when utilizing the crowdfunding methods to collect money (Figliomeni, 2014).

Entrepreneurship: Evaluation and exploitation of opportunities to introduce new goods, services and ways of production, was best defined as an activity that involves the discovery of new ideas, (Sserwanga & Rooks, 2013).

Freedom of innovation: Earning the competitive advantage of sourcefunding where there are no single individual or organizations controlling the entrepreneur, and interfering in the implementing of their ideas, (Macht & Weatherston, 2014).

Value of creation: The added economic value from creating and establishing new company for the country and population (Meyskens & Bird, 2015).

Chapter Two

Theoretical Framework and Previous Studies

(2.1) Theoretical Framework

(2.2) Previous Studies

2.1 Theoretical Framework:

Crowdfunding

Crowdfunding is a method of gathering small amounts of money from a large number of people (Backers) and it has come available online since the evolution of internet technology in web 2.0 (Freedman, 2015). Crowdfunding bonds have been issued outside the traditional regulated market. Crowdfunding also helps and facilitates entrepreneurs and creative people with creative ideas, to find support and funding to initiate their products or services in a significant way. Entrepreneurs can post their products or services on crowdfunding platforms (websites) and publish it to find support from Backers, not only as abstract messages but also in detail, such as video for the product in action as a prototype. The first step in the crowdfunding journey is, the entrepreneur must choose a platform since there are a variety of options. Looking at Table (2.1).

Table (2.1): Crowdfunding Platforms as defined by (Meyskens & Bird, 2015).

Name	Website	Model	Description	How it Works
Indiegogo	Indiegogo.com	Reward	Empowers people to activate the global community to make ideas happen.	Start a campaign; activate your community; fund your dream
Kickstarter	Kickstarter.com	Reward	Kick-starter is a platform and resource for creators to fund their projects.	Create a campaign that lasts 1-60 days and set a funding goal. Creators must also set rewards to entice backers
Start Some Good	StartSomeGood.com	Donation	Helps change-makers raise funds to make a difference in the world.	Build a campaign, promote your campaign and grow your community.
Causes	Causes.com	Donation	They are a for-profit tech company whose platform allows anyone to start a campaign and select a charitable organization as their beneficiary.	Create a campaign to petition or fundraise for a cause. Campaign members are given tools to recruit supporters, share messages, videos and photos
Classy	Classy.com	Donation	Crowdfunding, peer-to-peer, event registration & website donations all under one roof.	Create a campaign or event using your existing branding and begin fundraising
Puddle	Puddle.com	Debt	Puddle connects people and provides them with credit. Whether it's for a small business, starting a new project, buying a laptop for college, traveling the world, or just to cover those unexpected expenses. "Everyone contributes, everyone borrows."	Members sign up by using an active Facebook account and United States bank account. Members join "puddles" where they contribute to the group's funds. Members can borrow up to 5X the amount they have contributed. Members determine the appropriate interest rate and loans are repaid in either 3 or 6 months.
Kiva	Kiva.org	Debt	Connect people through lending to alleviate poverty. Leveraging a worldwide network of microfinance institutions, Kiva lets individuals lend as little as \$25 to help create opportunity around the world	Kiva uses field partners to vet potential borrowers; these borrowers are then listed on Kiva's website where individuals can lend money to whichever borrower they connect with; loans are repaid at which point the lender may reinvest that money with another Kiva borrower or take the money out of the Kiva system.
Lending Club	Lendingclub.com	Debt	Creates a more efficient, transparent and customer-friendly alternative to the traditional financial institutions in order to offer borrowers lower interest rates and investors better returns	Borrowers complete a loan application on the website which is evaluated by the Lending Club at which point Lending Club determines an interest rate. Investors select loans in which to invest and earn monthly returns.
Equitynet	equitynet.com	Equity	Connects investors and businesses for equity and debt financing opportunities	Both entrepreneurs and investors develop a profile, optimize their business plan or browse businesses respectively and then can communicate with each other

After deciding which platform to choose, an entrepreneur must create and develop their campaign in the chosen platform according to platform regulations, methods and processes since each platform has their own methods and processes that will be discussed later. Then the campaign owner must encourage backers (crowd) to increase the fund on the same platform. After that, start collecting the fund raising and

it must follow the announced platform rules (processes). In order to have success, the campaign owner must distribute rewards. Looking at figure (2.1).



Figure (2.1): Crowdfunding Workflow as defined by (Meyskens & Bird, 2015).

Each crowdfunding platform focuses on multi-type of creative projects, and business field, for example; the most popular crowdfunding platform is (www.Kickstarterer.com) and (www.indiegogo.com). Main project categories funded by the crowdfunding platforms are films, books, art project and interesting scientific research (Paykacheva, 2014).

Looking at Table (2.2), describing the categories of creative projects launched with Kickstarterer's crowdfunding platform in 2012.

Table (2.2): Kickstarterer's crowdfunding platform in 2012 as defined by (Paykacheva, 2014)

Category	Launched	Successful	Pledged	Pledgers
Art	3,783	1,837	\$10,477,939	155,782
Comics	1,170	542	\$9,242,233	177,070
Dance	512	381	\$1,773,304	23,807
Design	1,882	759	\$50,124,041	536,469
Fashion	1,659	434	\$6,317,799	83,064
Film & Video	9,600	3,891	\$57,951,876	647,361
Food	1,828	688	\$11,117,486	138,204
Games	2,796	911	\$83,144,565	1,378,143
Music	9,086	5,067	\$34,953,600	522,441
Photography	1,197	427	\$3,283,635	46,550
Publishing	5,634	1,666	\$15,311,251	262,738
Technology	831	312	\$29,003,932	270,912
Theater	1,787	1,194	\$7,084,968	95,225

The researcher comprehends from Table (2.3) below that the main age categories are 25 – 34, forming 25% of crowdfunding users and ages from 35 – 54, forming 21% of crowdfunding users. Moreover, we find in Table (2.4) males are using crowdfunding platforms more than females with a percentage of 64% of all the people using this platform where on the other hand women are only 36% of crowdfunding users.

Table (2.3) Crowdfunding Contributors Ages 2013 as defined by (Paykacheva, 2014)

Age category	Percentage of the population
18-24	8%
25-34	25%
35-44	21%
45-54	21%
55-64	17%
65+	8%

Table (2.4): Crowdfunding Contribution Gender 2013 as defined by (Paykacheva, 2014).

Gender	Percentage of the population
Male	64%
Female	36%

Crowdfunding Methods

Crowdfunding methods are ways entrepreneurs utilize to raise the fund through crowdfunding. There are four methods for the entrepreneur to choose from, depending on an entrepreneur plan; each method is different from the other.

1. Reward- Based.
2. Donation Based.
3. Equity – Based.
4. Lending Based.

Reward- Based Crowdfunding Method

Reward- based crowdfunding method is a mechanism in which entrepreneurs must give the contributors or backers something ahead of their contribution of fund support which will help the entrepreneur or campaign owner to produce his service and product on a limited commercial production as a startup(Courtney, 2015).

Reward based crowdfunding is divided into two levels, earlier and later levels.

Earlier levels in a reward model, the entrepreneur or the campaign owner who wants to fundraise for a specific project, can give non-physical rewards for the contributors such as Thank you letter as a symbolic value. Usually the amount the contributors will pay is small. The contributors who pay significant amount of money will be considered a valuable contributor; in this case the contributor will receive a physical reward such as T-shirts, key chains or caps. (De Buysere et al., 2012; Mitra, 2012).

Later level (Pre-purchase level) is a program where the contributors and backers will receive the product or service that the entrepreneur aims to produce since the amount of money offered from the contributors will now cover the cost of that product or service. (Kickstarter, 2016; Mitra, 2012). The contributors will fund the project because they need it to be done. (De Buysere et al., 2012) This type of crowdfunding is legal in Jordan according to the Electronic Transaction Act (ETA) (Jorgov, 2001).

Looking at Figure (2.2) which shows the reward levels of successful projects by categories in 2013.

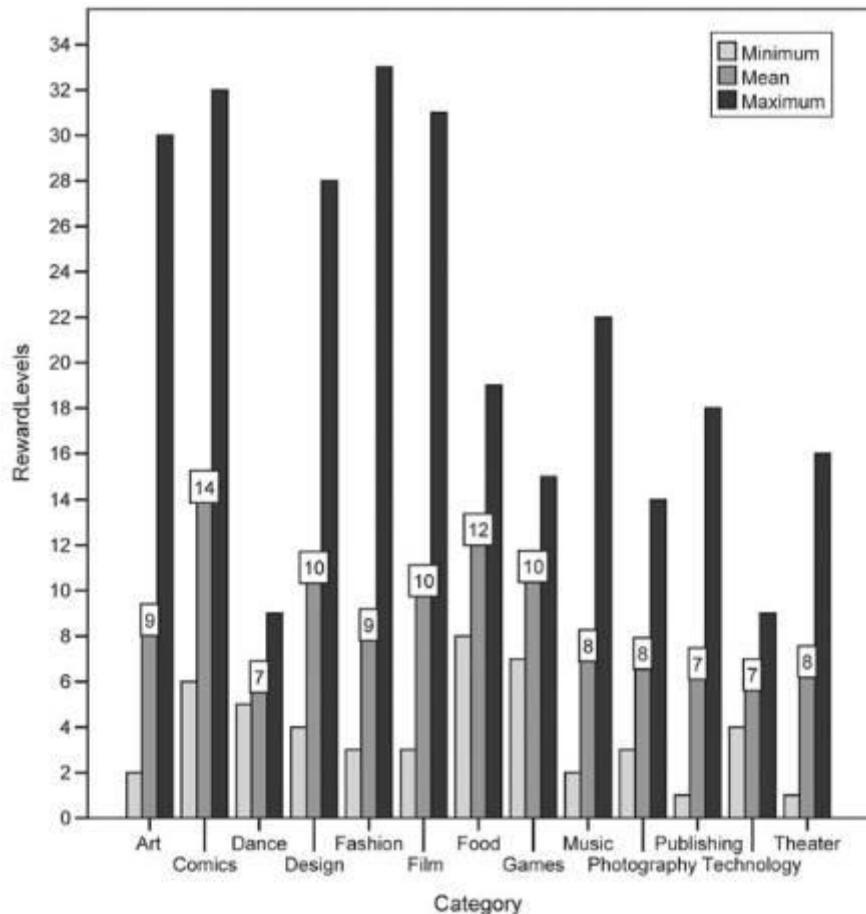


Figure (2.2): Histogram of reward-levels for project categories.

Donation Based Crowdfunding Method

Donation based crowdfunding method is a doctrine of giving without expecting a personal benefit or profit in return. Quite the opposite of the crowdfunding method, this definition works for both the perspective of entrepreneur and backer. Both the entrepreneur and backer are looking for the benefit of implementing such project or idea (Meyskens & Bird, 2015). Mainly, the donation method works with projects that have humanitarian goals, adapting a humanitarian cause such as paying a medical pill. Donation method works with non-profit organization (NGO) and individuals that help in catastrophic (Courtney, 2015; Sheik, 2013).

Equity - Based Crowdfunding Method

Equity - based crowdfunding method is an old method of funding from crowds; it was based on selling securities of the company or the creative projects to venture capital (VC) and Angel investors and other people through legal stock market. Nowadays, since the revolution of technology has facilitated the ability of entrepreneurs to sell securities online, the main barrier to utilize this method is the need for government legislations to utilize it online. It was forbidden in USA before 2012 until the US government initiated a law for it under the name (JOBS) - The Jumpstart our Business Startups – in 2012(REISER & DEAN, 2015; Yamen & Bartholomew, 2015 ; Usgov, 2016).

In order to implement this type of crowdfunding in Jordan, the government must legislate rules and laws to organize and regulate these activities online; otherwise organizations will be misusing the law of Jordan. Referring to the Law of Electronic Transaction Act (Jorgov, 2001). Clause 6, Statement B, it is forbidden to sell stocks and securities, unless it is mentioned in Jordan security commission. According to the Jordan Security commission clause 4, selling securities is divided into two categories:

1. The public offer: Selling stocks to more than thirty persons. The transaction must be conducted through banks.
2. Private offer: Selling stocks to thirty persons or less. The transaction must be conducted through Jordan Security commission, clause 3.

These are a few of the reasons behind the difficulties of the application of this method in Jordan.

Lending-Based Crowdfunding Method

Lending-based crowdfunding method is a similar concept to that of borrowing money from traditional banks (as one institution). Since the bank capital comes from its customers and bakers, this is called the Non-Direct Crowdfunding. In this case the bank decides and takes action to prevent the loan of the project (Macht & Weatherston, 2014).

The Peer – to – Peer lending is implemented on the online platform, and it defines the contributors as individual contributors by themselves in the process of lending money to the entrepreneur or campaign owner, and the money must be paid back from the entrepreneur to backers with interest (Barasinska & Schäfer, 2014). The online money lending has many differences based on cultural and geographical bases according to a study done by (Burtsch et al., 2013). As a Muslim country, Jordan follows *Al-Shariaa* that prohibited lending money to other people with interest as a profit, and this is in contrast with the lending goal of earning a profit (Burtsch et al., 2013). The lent money will be paid back to the backers with interest.

Crowdfunding Processes

Crowdfunding processes are mechanisms that an entrepreneur uses when utilizing the Reward-based and the Donation-based crowdfunding methods to collect money, and they are divided into two types:

1. All or nothing (AON)
2. Keep it all (KIA)

All or nothing (AON):

This type is used in Kickstarter, where the entrepreneur who is applying a campaign on a platform like Kickstarter must determine a period of time for the campaign and the amount of money needed from the crowdfunding. If the amount of money was collected in the time interval determined, then the campaign will be a success and he'll be able to collect the money. The entrepreneur must distribute rewards and deliver the product or service to the people who supported the campaign and pre-purchased the product. If the determined amount of money wasn't collected in the time frame assigned then the campaign is a failure and the entrepreneur will not get any penny (Kickstarter, 2016; Figliomeni, 2014).

Keep it all (KIA):

This type of crowdfunding process allows the entrepreneur to get the amount of money collected after creating the campaign, even though the time frame of the campaign assigned is finished, whether they reached their goals or not, they must distribute the rewards (Cumming et al., 2015).

Entrepreneurship

Entrepreneurship is an activity and a behavior that involves discovering opportunities and taking advantage of them to create new products, or production of technologies by processing the new materials (Sserwanga & Rooks, 2013).

Entrepreneur Definition

An entrepreneur is a person who takes the risk into consideration and calls the shots of the performance of the actions. They also activate the resources and funds of the project since they're managing, while keeping in mind the possibilities of failing or succeeding (Block et al., 2015; Sserwanga & Rooks, 2013). For example, to enter a competition of creating a new mobile application in a field that has serious competition, for example, 1.43 million apps for Apple and 1.2 million apps for Google, the construction of a new app and marketing it are expensive, especially when IOS (Apple) had over 75 billion downloads in 2015 (Jurinski et al., 2016). Also Myspace was a famous social platform that was replaced by Facebook nowadays (alexa, 2016)

Entrepreneur Types & Strategies

According to (Jurinski et al., 2016; Sørensen, 2008) entrepreneurs are divided into two types: The first type is the entrepreneur who left their job to start their own business and the second type is one who was forced to leave their job and decided to start their own business. Entrepreneurship strategies allow the entrepreneur to choose a way, during their journey, to take advantage of an opportunity they can see to fill a need of a target audience by creating new products or services, or follow up the necessity of products or services by initiating alternatives for existing products where the audience can switch to them (Jurinski et al., 2016).

Entrepreneurship Freedom of Innovation

It's a major factor in the startup and entrepreneurship field, since it will bring out the best ideas of the entrepreneurs. According to (Mitteness et al., 2012) an Angel investor is an individual person who invests their own money in the earlier stages of the production of a new product or service, in return of equity shares of the company. The Angel investor in most cases has their own criteria and will try to take away the entrepreneur's right to decide the business model even if it showed a potential for growth and entrepreneurs refuse to give up some of the project' shares for the investors. In 2008, 8% of business models were supported by Angel investors in the UK (Macht & Weatherston, 2014). Depending on the crowd, funding the entrepreneur's project can guarantee freedom of innovation while entrepreneur proceed with the project implementation; since the crowd didn't aim to control the project and the first source of capital is family, friends and fans; (3 F) (Kuti & Madarász, 2014).

While on the other hand, entrepreneurs have venture capital (VC) as another alternative to fundraise their projects because of consortium of investors. But this alternative method of raising money may overwhelm the entrepreneur with the venture capital requirements. Venture capital sees into old successful projects, the team itself working on the project, and the third party that will diagnose the project's business model and plans to expand. Venture capital starts looking to invest in companies that are already successful, throw crowdfunding or angel investors; which is a good indicator for VC's future success (Mollick & Robb, 2016). The researcher is concerned in seeking the freedom of innovation from the entrepreneur's perspective that comes from the crowd since there are many types of innovation (De Massis et al, 2015).

Entrepreneurship Value of Creation

The researcher understands that utilizing the resources and society members in order to achieve a certain goal can be considered a value of creation; at one point, the company and all these resources in the activity of creating a product or service will be beneficial for local communities.

“Value of creation from an activity happens when the aggregation utility of society’s members increases after accounting for the opportunity cost of all the resources used in that activity” (Santos, 2012).

Entrepreneurship value of creation supporting some of the main categories of education, health freedom, and in environmental projects like recycling and green energy, such a project will add value to the community. This added value will attract backers and crowdfunders to support the project. That being said, that funding from the crowd can generate very good income by selling products and generate profit to guarantee the success of the project and its continuity. This success will lead to the growth of the project and this growth guarantee a profit for the entrepreneur and will be accompanied with creating new job opportunities (Meyskens & Bird, 2015). The long lasting relation between backer (a backer is an individual who contributes towards a crowdfund) who becomes a consumer and entrepreneur will guarantee the sustainability of the project that becomes a start-up organization. This relation will help the start-up find a seed investment from venture capital according to the circumstances of success, this is a way the entrepreneurs can be a part of developing the country’s economy (Agafonow, 2014).

2.2 Previous Studies

1. A study by (Sørensen B M 2008), entitled “Behold, I am making all things new: The entrepreneur as savior in the age of creativity”. This study defines the entrepreneur as a character with many faces and many names. In this paper, I come across one of these faces as I read a Danish government report issued in year 2000: The Creative Potential of Denmark. This reading exhibits the discourse on entrepreneurship: it is constructed as a fairy tale. I further argue that the function of the fairy tale of the entrepreneur amounts to the saving of the world. More pointedly, I argue that the premise for this act of saving is the act of creation: The entrepreneur is a religious figure, and the practice with which we enact this figure in research entails faith and beliefs that science thought it had long abandoned. This relationship is traced back to logical positivism and August Comte’s Church of Humanity. The analysis shows that the religious character of the entrepreneur can be traced through the history of entrepreneurship research and to religious myths of creation. The possible consequences of this for entrepreneurship research are finally considered.
2. A study by (De Buysere K, Gajda O, Kleverlaan R, Marom D &Klaes M 2012), entitled “A framework for European crowdfunding”. This study is structured to give a concise overview of the state of crowdfunding in Europe, with the aim of establishing policy and a distinct framework for the European crowdfunding industry, efforts which we believe will aid in the economic recovery of Europe. Research shows the majority of job creation comes from small and medium sized businesses, which account for 99% of all businesses in Europe. The vast majority of these have ten or fewer employees. These are also the businesses that have been most impacted by the economic crisis, and as such, need better access to capital in order to do what they do best: innovate, create jobs, and restore stability.

One of the most promising solutions for restoring capital to entrepreneurs and SME is crowdfunding, defined as the collective effort of individuals who network and pool their resources, usually via the Internet, to support efforts initiated by other people or organizations.

3. A study by (Mitra D 2012), entitled "The role of crowdfunding in entrepreneurial finance". This study seeks to examine the relatively new trend in alternative financing; namely, crowdfunding and its role in funding start ups and new enterprises. Crowdfunding is the financing of a project by a group of individuals (collectively, "the crowd") instead of professional "accredited" entities or individuals such as banks, venture capitalists or business angels.

The study examines how crowdfunding works. The concept of crowdfunding is also examined in the context of the related concept of crowd sourcing. The study examines the global market for crowdfunding and the rationale of businesses to crowdfund or crowd source their new ventures, given the challenges of capital access for fledgling enterprises. The market for crowdfunding is examined in the context of different crowdfunding models. In this context, the study also includes illustrations of enterprises that have adopted specific models given their strategic objectives.

4. A study by (Mitteness, C., Sudek, R., & Cardon, M. S 2012), entitled "Angel investor characteristics that determine whether perceived passion leads to higher evaluations of funding potential". Despite interest in understanding the role passion plays in investor decision making, little is known about the conditions under which perceived passion is likely to play a significant role in the funding decision process. We first establish a relationship between perceived passion and evaluations of funding potential, then use affective reactivity as a theoretical framework to explore how several individual characteristics of angel investors impact the relationship between perceived passion and evaluations of funding potential. The results indicate that the

relationship is stronger for angel investors who are older, more intuitive, have a high openness personality, or those who are motivated to mentor. Surprisingly, the relationship weakens for angels who are extraverted and those who have a promotion-dominated regulatory focus.

5. A study by (Santos F M 2012), entitled "A positive theory of social entrepreneurship". This study proposes a theory aimed at advancing scholarly research in social entrepreneurship. By highlighting the key trade-off between value of creation and value appropriation and explaining when situations of simultaneous market and government failure may arise, I suggest that social entrepreneurship is the pursuit of sustainable solutions to problems of neglected positive externalities. I further discuss when positive externalities are likely to be neglected and derive the central goal and logic of action of social entrepreneurship.

6. A study by (Burtsch G, Ghose A & Wattal S 2013), entitled "Cultural differences and geography as determinants of online pro-social lending". This study analyzes the patterns of transaction between individuals using data drawn from Kiva.org, a global online crowdfunding platform that facilitates prosaically, peer-to-peer lending. Our analysis, which employs an aggregate dataset of country-to-country lending volumes based on more than three million individual lending transactions that took place between 2005 and 2010, considers the dual roles of geographic distance and cultural differences on lenders' decisions about which borrowers to support. While cultural differences have seen extensive study in the Information Systems literature as sources of friction in extended interactions, here, we argue and demonstrate their role in individuals' selection of a transaction partner. We present evidence that lenders do prefer culturally similar and geographically proximate borrowers.

An analysis of the marginal effects indicates that an increase of one standard

deviation in the cultural differences between lender and borrower countries is associated with 30 fewer lending actions, while an increase of one standard deviation in physical distance is associated with 0.23 fewer lending actions. We also identify a substitution effect between cultural differences and physical distance, such that a 50 percent increase in physical distance is associated with an approximate 30 percent decline in the effect of cultural differences. Considering approaches to overcoming the observed cultural effect, we offer some empirical evidence of the potential of IT-based trust mechanisms, focusing on Kiva's reputation rating system for microfinance intermediaries. We discuss the implications of our findings for prosaically lending, online crowdfunding, and electronic markets more broadly.

7. A study by (Schwartz A A 2013), entitled "Crowdfunding Securities". This study the new federal statute authorizing the online "crowdfunding" of securities, a new idea based on the concept of "reward" crowdfunding practiced on Kickstarter and other websites. This method of selling securities had previously been banned by federal securities law but the new CROWDFUND Act overturns that prohibition.

This Article introduces the CROWDFUND Act and explains that it can be expected to have two primary effects on securities law and capital markets. First, it will liberate startup companies to use peer networks and the Internet to obtain modest amounts of capital at low cost. Second, it will help democratize the market for financing speculative startup companies and allow investors of modest means to make investments that had previously been offered solely to wealthy, so-called "accredited" investors.

This Article also offers two predictions as to how securities crowdfunding will play out in practice. First, it predicts that companies that sell equity via crowdfunding may find themselves the subject of hostile takeovers (though the founders of such companies can easily avoid that outcome if they act with a little foresight). Second, it

predicts that issuers may prefer to crowdfund debt securities, such as bonds, rather than equity. The Article concludes with a few thoughts on the SEC's implementation of the Act in light of the potential for fraud.

8. A study by (Sheik S 2013), entitled "Fast Forward on Crowdfunding". This study discusses Internet law and crowdfunding as of August 2013, focusing on an analysis of Title III of the U.S. JOBS Act which reportedly contains an exemption to federal securities laws to permit crowdfunding equity investments. The U.S. Securities Exchange Commission (SEC) is addressed, along with motion picture financing and a film project involving the "Veronica Mars" television show. Passive investors are examined, along with donation-based and equity crowdfunding.

9. A study by (Sserwanga A & Rooks G 2013), titled "Identifying high potential entrepreneurs in a developing country: a cluster analysis of ugandan entrepreneurs". This study discusses the argument that entrepreneurs in developing countries can be classified as either "survival" or "growth-oriented." However, there is little systematic knowledge about classification of entrepreneurs in developing countries. We propose that what we call high potential entrepreneurs can be distinguished from low potential entrepreneurs, given that high potential entrepreneurs recognize and effectively exploit opportunities. In this paper we classify entrepreneurs using three core entrepreneurial activities; opportunity recognition, planning and innovativeness. A cluster analysis of about 700 Ugandan entrepreneurs yielded two natural, distinct and internally homogeneous groups of high potential and low potential entrepreneurship.

10. A study by (Agafonow A 2014, entitled "Toward A Positive Theory of Social Entrepreneurship On Maximizing Versus Satisfying Value Capture". This study discusses a recent issue of the Journal of Business Ethics, Filipe M. Santos posits that social entrepreneurs maximize not on value capture, but on value creation, only satisfying on value capture to fuel operations, reinvesting in growth, whatever the

specific combination of institutional means is deemed appropriate. No doubt the analytical framework of value creation and value capture casts new light on the phenomenon of social entrepreneurship, but we think Santos is asking too much by advocating a shift in focus away from the organization. On the contrary, we maintain that by refocusing the theory on the organizational level and away from the system it is possible to understand that not all organizational solutions available to social entrepreneurs are able to create value and not all value capture strategies can serve a social goal. Indeed, there is only one form of organization that fulfills the criteria of maximizing on value creation, while satisfying on value capture and that is the social enterprise.

11. A study (Barasinska N & Schäfer D 2014), entitled "Is Crowdfunding Different? Evidence on the Relation between Gender and Funding Success from a German Peer-to-Peer Lending Platform". This study discusses how lenders often discriminate against female borrowers according to the literature on traditional banking. However, studies of peer-to-peer lending in the United States find that female borrowers have better chances of obtaining funds than do males. We provide evidence on the success of female borrowers at a large German peer-to-peer lending platform. Our results show that there is no effect of gender on the individual borrower's chance to receive funds on this platform, *ceteris paribus*. Several robustness checks confirm this finding. Hence, female discrimination seems to be eased by the 'wisdom of the lending crowd'.

12. A study by (Figliomeni M 2014), entitled "Grassroots capitalism or: how I learned to stop worrying about financial risk in the exempt market and love equity crowdfunding". This study discusses crowdfunding and how it represents a successful grassroots response to the funding gap present in many independent creative projects. While it traditionally operates on the basis of donations and rewards, the Ontario

Securities Commission (OSC) has proposed implementing equity crowdfunding, which would permit the online sale of corporate securities to retail investors. This paper posits that equity crowdfunding should be adopted in Ontario. The ensuing growth in capital markets will ultimately benefit the Canadian economy and, in particular, the entertainment sector.

The OSC's proposed regulatory framework for a crowdfunding prospectus exemption is a step in the right direction. The streamlined process makes it easier and less expensive for early-stage businesses to raise much-needed capital. The Internet's global reach serves to match entrepreneurs and prospective investors with unprecedented ease. These reduced barriers create opportunities to kick-start the economy. The anonymity and ubiquity of the Internet make it equally important to provide sufficient investor protection. The OSC's proposal does this in a number of ways: initial and continuous disclosure, modest investment limits, risk acknowledgement, and regulatory oversight. However, the OSC should also consider implementing a statutory action for continuous disclosure misrepresentation.

The investment model of crowdfunding preserves the democratic spirit and accessibility that are essential to this funding mechanism. A case study demonstrates how this model may also benefit large capital-intensive projects in the entertainment industry.

13. A study by (Frydrych D, Bock A J, Kinder T &Koeck B 2014), entitled "Exploring entrepreneurial legitimacy in reward-based crowdfunding". This study discusses venture financing through social networks and how it has become a global phenomenon. The processes and drivers of crowdfunding require careful study to identify similarities and distinctions from traditional venture finance. The demonstration of project legitimacy is especially interesting because online crowdfunding limits investors' access to the entrepreneur and organization. How do

rewards-based crowdfunding projects establish and demonstrate legitimacy in this virtual, impersonal context? We employ a novel data-set collected from the Kickstarter crowdfunding platform to explore the characteristics of successful projects, including legitimating signals and content.

The data reveal numerous findings linking project characteristics to legitimacy and success. First, lower funding targets and shorter duration signal legitimacy by setting modest, achievable expectations. Rewards structures, such as traditional equity investment terms, appear to generate a sense of legitimate investment returns. Finally, narrative legitimacy in the online crowdfunding context may derive more from the online platform community than the visual pitch. Our study reveals a more nuanced picture of legitimacy formation during rewards-based crowdfunding, with implications for theories of resource assembly and the practice of venture finance.

14. A study by (Paykacheva V 2014), entitled “Crowdfunding as a customer engagement channel”. This study aims to explore the application and effects of customer engagement techniques to the field of online crowdfunding. The research was commissioned by TJR Games Oy and is aimed to be applied in the process of crowdfunding campaigns organizing for a game project developed by the company. The goal of the study is to come up with recommendation regarding the fund-raising process organization, focusing on establishing communication with customers.

15. A study by (Block J, Sandner P & Spiegel F 2015), entitled “How do risk attitudes differ within the group of entrepreneurs? The role of motivation and procedural utility”. This study discusses starting a business and how it may involve risk and, thus, requires a risk-taking attitude. The concept of risk and entrepreneurship has been widely discussed in the entrepreneurship literature; most studies compare entrepreneurs with non entrepreneurs such as managers or bankers. So far, little research exists on the risk attitudes of the different types of entrepreneurs—those who

pursue a new business because of opportunity and those who do so through necessity. This study aims to fill this gap. Our particular focus is on individuals' motivations to start their businesses and the nonmonetary returns from entrepreneurship. The results show that opportunity entrepreneurs are more willing to take risks than necessity entrepreneurs. In addition, those who are motivated by creativity are more risk tolerant than other entrepreneurs. The study contributes to the literature about both risk attitudes of entrepreneurs and necessity and opportunity entrepreneurship.

16. A study by (Courtney V 2015), entitled "Crowdfunding brings new opportunities for CPAs". This study discusses the opportunities in crowdfunding for certified public accountants in the U.S. to start new lines of business. Topics include the involvement of raising capital in reward-based crowdfunding by soliciting small amounts of money from a large number of investors, the practice of selling securities among companies to various investors through equity crowdfunding, and the ability of donation-based crowdfunding to allow for raising money on web sites.

17. A study by (Cumming D J, Leboeuf G & Schwienbacher A 2015), entitled "Crowdfunding models: Keep-it-all vs. all-or-nothing." This study discusses reward-based crowdfunding campaigns and how they are commonly offered in one of two models. The "Keep-It-All" (KIA) model involves the entrepreneurial firm setting a fundraising goal and keeping the entire amount raised, regardless of whether or not they meet their goal, thereby allocating the risk to the crowd when an underfunded project goes ahead. The "All-Or-Nothing" (AON) model involves the entrepreneurial firm setting a fundraising goals and keeping nothing unless the goal is achieved, thereby shifting the risk to the entrepreneur. We show that small, scalable projects are more likely to be funded through the KIA scheme, while large non-scalable projects are more likely to be funded through the AON scheme. Overall, KIA campaigns are less successful in meeting their fundraising goals, consistent with a risk-return

tradeoff for entrepreneurs, where opting for the KIA scheme represents less risk and less return for the entrepreneur.

18. A study by (De Massis A, Di Minin A & Frattini F 2015), entitled “Family-Driven Innovation”. This study presents an integrated, contingency perspective on family firm innovation called Family-Driven Innovation (FDI). The framework highlights the need for consistency between a family firm's strategic innovation decisions and its idiosyncrasies to achieve and sustain competitive advantage through innovation. This article also offers some directions for future research on FDI and serves as an introduction to this special section on family firms.

19. A study by (Freedman D 2015), entitled “The Growth of Equity Crowdfunding.” This study discusses crowdfunding as a method of collecting many small contributions through an online funding platform to finance or capitalize a popular enterprise. Topics discussed include the Jumpstart Our Business Startups Act of 2012 (JOBS) which accelerated the growth of equitycrowdfunding as fraud resistant in the U.S , Great Britain and Australia and efforts of the U.S. Congress and the Securities & Exchange Commission to allow venture exchanges.

20. A study by (Kuti M & Madarász G 2015) entitled “Crowdfunding”. This study discusses the wake of the global economic crisis, and how crowdfunding has become an increasingly significant alternative form of financing. Of the various business models that have evolved during recent years, this study focuses on equity, credit, reward and donation-based models. The investor/supporter motivations of crowdfunders are different from the objectives of traditional financiers. Besides the benefits of crowdfunding, its risks should be also mentioned as they will shape the future development of this particular financial innovation.

21. A study by (Macht S & Weatherston J 2015), entitled “The Benefits of Online Crowdfunding for Fund-Seeking Business Ventures”. This study discusses

crowdfunding through the Internet, a new fundraising technique for small business ventures, can benefit fund-seeking companies by helping to overcome funding difficulties, providing value-added involvement, facilitating access to further funding, providing publicity and contacts, and enabling fundraising with only limited or no loss of control and ownership.

22. A study by (Meyskens M & Bird L 2015), entitled “Crowdfunding and Value Creation.” This study discusses social ventures and how like other entrepreneurial endeavors often have difficulty in seeking financing. This study assesses the role of crowdfunding in social venture funding. We provide insight into crowdfunding types and platforms and social value creation. Then we offer a theoretical framework to help social ventures and social investors to best choose which type of crowdfunding (reward, donation, equity, and debt) might make most sense to them given their economic and social value creation goals.

23. A study by (REISER D B & DEAN S A 2015), entitled “A Catalyst for Social Enterprise Crowdfunding”. This study discusses the emerging consensus among scholars rejects the notion of tax breaks for social enterprises, concluding that such prizes will attract strategic claimants, ultimately doing more harm than good. The SE(c)(3) regime proposed by this Article offers entrepreneurs and investors committed to combining financial returns and social good with a means of broadcasting that shared resolve. Combining a measured tax benefit for mission-driven activities with a heightened burden on shareholder financial gains, the revenue-neutral SE(c)(3) regime would provide investors and funding platforms with a low-cost means of screening out “green washed” ventures.

24. A study by (Yamen S & Bartholomew A 2015), entitled “Crowdfunding as the Latest Spin for Fraudsters in Utah”. The study focuses on the advantages and risks associated with the Jumpstart Our Business Startups (JOBS) Act for middle class

people who use the crowd funding as an investment tool. It states that crowd funding is not under the control of the Securities and Exchange Commission (SEC) which protects investors from fraud and Utah is a hub for fraudulent schemes which include market manipulation schemes, multi-level marketing and ponzi scheme.

25. A study by (Mollick E, & Robb A 2016), entitled "Democratizing Innovation and Capital Access" This study focuses on how crowdfunding might democratize the commercialization of innovation as well as financing. First, it examines how crowdfunders decide what effort to support and asks how do crowd and expert decisions differ? Second, it investigates whether crowdfunding democratizes access to capital by asking whether groups that have historically been underrepresented in capital markets gain additional access to capital markets through crowdfunding. Finally, it investigates whether crowdfunding leads to the growth of new firms in the same way that traditional funding does. Taken together, these questions point at a potentially vast alternative infrastructure for developing, funding, and commercializing innovation. (Keywords: Capital Investment, Crowdsourcing, Organizational Behavior, Women in Business, Commercialization, Disruptive Technology, Entrepreneurship, Innovation).

26. A study by (Jurinski J, Down J & Kolay M 2016), entitled "Helping Older, Encore Entrepreneurs Anticipate Financial Risks". This study defines financial advisors who do encounter an increasing number of older Americans who are launching new businesses. Some of these encore entrepreneurs have retired from steady jobs, but have longed to run their own businesses. Others may have lost their jobs during the last recession, or as a result of industry downsizing. Even though these entrepreneurs have decades of work experience, they do not have decades of experience owning and running their own businesses. Accordingly, they will have some significant knowledge gaps about the financial realities of running a start-up

business and how that affects their families' finances. More importantly first-time entrepreneurs are usually overconfident because they are unaware of the financial risks of starting a small business. Coordinating business planning with personal financial planning is often the most difficult part of starting a business out of one's own savings, and surprisingly, finding a qualified advisor to help is also a challenge. Financial advisors can render a real service to such clients by helping them recognize and appreciate the entrepreneurial risks they face, and how this affects their families' finances.

Summary of literature

- The researcher agreed with what came in “Grassroots capitalism or: how I learned to stop worrying about financial risk in the exempt market and love equity crowdfunding” by Figliomeni M (2014), which emphasized the need of variety of laws in the European Union, so Jordan can project this need to facilitate crowdfunding and create new job opportunities.
- The researcher agreed with what came in “The role of crowdfunding in entrepreneurial finance” by Mitra D (2012), which talked about the ways we can utilize crowdfunding methods, where the researcher noticed that there is an agreement between the studied sample about the crowdfunding methods in Jordan and how they are similar with the crowdfunding methods worldwide.
- The researcher agreed with what came in “A positive theory of social entrepreneurship” by Santos F M (2012), which talked about the importance of crowdfunding to the value of creation, but in Jordan the research showed that the most significant methods of crowdfunding are the donation and pre-purchasing that came on the contrast with Santos F M (2012) work.
- The researcher disagreed “Crowdfunding Securities” by Schwartz A A (2013), with talked about selling equity online as a crowdfunding method, where the studied sample here in Jordan preferred donation and pre-purchasing methods over the equity method.
- The research disagreed with what came in “Fast Forward on Crowdfunding” by Sheik S (2013), which discussed the laws in USA which regulate the process of selling equity directly online, where here in Jordan it's illegal to sell company's shares according to the Jordanian legislations.

- The researcher agreed with what came in “Exploring entrepreneurial legitimacy in reward-based crowdfunding” by Frydrych D, Bock A J, Kinder T & Koeck B (2014), which concluded that the pre-purchasing method will guarantee the freedom of innovation, and that came exactly as the researcher’s conclusion.

Chapter Three

Methodology and Procedures

- (3.1) Introduction**
- (3.2) Methodology of the Study**
- (3.3) Population and Sample of the Study**
- (3.4) Descriptive Analysis of the Demographic Variables**
- (3.5) Tools and Data Collection**
- (3.6) Statistical Treatment**
- (3.7) Validity and Reliability**

3.1 Introduction

This chapter includes a description of the study methodology, methods of collecting data, definition of study tool, questionnaire validity and reliability, the study population and sample, statistical methods used in data analysis and characteristics of the study sample.

3.2 Methodology of the Study

To achieve the study objectives, the analytical quantitative approach has been used in order to gather and analyze data and test hypothesis. This approach is known as a method that involves events, phenomena, existing and available practices, that the researcher can interact with, describe and analyze (Kumar, 2005). This method fits the current study, therefore it has been applied to test and analyze the data.

3.3 Population and Sample of the Study

The data was collected using a structured questionnaire distributed to entrepreneurs in business incubators in Jordan - Amman. Business incubators in Amman include but not limited to (IPark, Oasis 500, Queen Rania Center of Entrepreneurs, Zain, Unmia, Orange). The study population consists of all entrepreneurs in business incubators in Jordan who are counted approximately 400. The unit of analysis for this study is the entrepreneur. The sample size is 196 (Sekaran, 2010) at a confidence level of 95% and a margin of error of 5%. The responses of a random sample of entrepreneurs in Jordanian incubators were investigated and analyzed; 200 questionnaires were distributed among entrepreneurs and collected completely.

3.4 Descriptive Analysis of the Demographic Variables

Characteristic of the study respondents

Demographic items are those that provide information about the respondent who completed the questionnaires. The demographic items that were investigated in this research are: Gender, age, have crowdfunding idea, participate in entrepreneur project, Fund entrepreneur project, Participate Crowdfunding project, Crowdfunding type. Regarding gender, the majority of the sample was males at percentage of (%69.5) and female percentage about (%30.5) of the sample. Regarding to respondent age the result indicate that (% 58.0) of the respondent majority have 25-34 years, Regarding to respondent have crowdfunding idea , the result indicate that (%72.0) of the respondent majority have crowdfunding idea , Regarding to respondent participate in entrepreneur project, the result indicate that (% 69.0) of the respondent majority participate in entrepreneur project , Regarding to respondent Fund entrepreneur project, the result indicate that (%73.0) of the respondent majority did not fund their entrepreneur project , Regarding to respondent Participate Crowdfunding project, the result indicate that (%89.0) of the respondent majority did not fund their Participate Crowdfunding project, Regarding to respondent Crowdfunding type, the result indicate that (%64.5) of the respondent majority have Information Technology type.

Table (3.1) demonstrates a description of the demographic variables of the sample that provides general background about respondents.

Table (3.1) Demographic variables Frequency Distribution

demographic variables	Category	Frequency	Percentage
Gender	Female	139	69.5
	Male	61	30.5
Total		200	100.0
Age	18-25 years	58	29.0
	25-34 years	116	58.0
	35-44 years	26	13.0
Total		200	100.0
Do you have crowdfunding idea	Yes	144	72.0
	No	56	28.0
Total		200	100.0
Participate in entrepreneur project	Yes	138	69.0
	No	62	31.0
Total		200	100.0
Fund entrepreneur project	Yes	54	27.0
	No	146	73.0
Total		200	100.0
Participate Crowdfunding project	Yes	22	11.0
	No	178	89.0
Total		200	100.0
Crowdfunding type	Information Technology	129	64.5
	Services	32	16.0
	Business	18	9.0
	Industry	7	3.5
	Health/Medical	7	3.5
	Voluntary	7	3.5
Total		200	100.0

3.5 Tools and Data Collection

This study uses the analytical descriptive approach through collecting data that are related to the effect of crowdfunding on entrepreneurship from the perspective of entrepreneurs in business incubators in Jordan.

This approach involves two methods to collect data which are:

The Primary Sources

The study is classified as a field study to collect the primary source data. The study depends on the analytical descriptive approach to investigate the point of view of the contractors regarding the effect of crowdfunding on entrepreneurship from the perspective of entrepreneurs in business incubators in Jordan. In order to test the hypothesis, the questionnaire approach was used. This questionnaire was prepared based on the relevant theoretical framework and the literature review.

The Secondary Sources

These sources include: interviews, books, foreign and Arab essays, published studies and master's thesis related to the subject of the study. This was done to clarify the related concepts, and to identify the study variables, reasons, and effects, in order to set the hypothesis and enrich the research.

Definition of Study Tool

The study tool is represented by a questionnaire that is shown in Appendix No. (1). The questionnaire is designed to achieve the study's purposes depending on the previous studies (Crowdfunding models: Keep-it-all vs. all-or-nothing, Exploring entrepreneurial legitimacy in reward-based crowdfunding, Crowdfunding, Democratizing Innovation, Crowdfunding and value of creation, The Benefits of Online Crowdfunding for Fund-Seeking Business Ventures, Capital Access and Helping Older, Crowdfunding as a customer engagement channel, and Encore Entrepreneurs Anticipate Financial Risks), it consists of five sections comprising the following:

The first section: It aims to gather data related to demographic Variables about the study sample which involves the following:

1. Age
2. Gender
3. Do you have the idea of an entrepreneur project
4. Have you implemented / participated in an entrepreneur project
5. Did you get fund rasing for your entrepreneur project Entrepreneurship
6. Have you participated in crowdfunding Program
7. The field of entrepreneurial work

The second section: It aims to gather data about the factors that influence the Effect of Crowdfunding on Entrepreneurship, and these factors are divided into five groups which are:

1. The first group: Entrepreneurs and Entrepreneurship which involves (8) paragraphs.
2. The second group: freedom of innovation which involves (3) paragraphs.
3. The third group: value of creation which involves (5) paragraphs.
4. The fourth group: crowdfunding methods which involves (9) paragraphs.
5. The fifth group: crowdfunding processes which involves (9) paragraphs.

Generally, a (1-5) scale according to Likert Scale has been used in this study, and this scale is composed of five scores to determine the degree of agreement of the study sample on each paragraph of the study tool, then these scores are converted to quantitative data that can be measured statically. Each score is given a weight represented by a percentage as shown in table (3.2).

Table (3.2): Degrees of Likert Scale

Score	Weight (%)
1	0-20 %
2	21-40 %
3	41-60 %
4	61-80 %
5	81-100 %

Regarding the limits of the degree of importance for the paragraphs of the study, a statistical standard has been used to divide the levels of importance into three levels (high, medium and low) according to the following equation:

$$\text{Category length} = (\text{upper limit} - \text{lower limit}) / \text{the number of levels}$$

$$\text{Category length} = (5-1) / 3 = 4/3 = 1.33 \text{ and thus the levels are as follows:}$$

Low level of importance: 1-1.33

Medium level of importance: 2.34-3.66

High level of importance: 3.67-5

Process for Data Collection Method

Before using the study tool i.e. the questionnaire, it is necessary to test the quality of the questionnaire that was used for data collection, and its suitability to test the study hypotheses. The tools' ability to measure the study variables accurately should be checked and this could be done using the validity and reliability tests.

Validity is defined as the degree in which the measurement tool achieves the same results in the case that the test frequencies, and measures the extent of suitability the paragraphs of the scale tool (Sekaran, 2010). Reliability is getting sure of the measurement tool's ability to measure the prepared definition as content validity to ensure that the questionnaire involves set of enough items and suitable and which

represent the definition. If the questionnaire items is more represented the scale definition, the content validity and face validity which measures the general appearance of the questionnaire where the clarity of statements and terms contained therein (Sekaran, 2010).

3.6 Statistical Treatment

The statistical analysis process has been done by SPSS program through using the descriptive static tools which involved measures of central tendency as average, standard deviation, using frequency tables, percentages as well as the analytical statistical methods that required to test hypotheses by using the multiple and simple deviation analysis including t-test which is used to test the impact of each independent variable in the study model on the dependant variable. In addition to the correlation coefficient which helps in explaining the nature and relationship power between variables' impact which will be studied later. Analysis of variance is to test the existence of differences in the impact of the independent variables on the dependent variable, according to some demographic characteristics.

Table (3.3): Arithmetic mean, SD, item importance and importance level of Independent and Dependant Variables.

type of variables	Variables	Mean	S.D	Level
Independent Variable	crowdfunding methods	2.67	0.65	High
	crowdfunding processes	2.46	0.93	High
depended variable	Freedom of innovation	2.46	0.93	High
	value of creation	2.32	0.69	High
	Entrepreneurship	2.65	0.64	High

3.7 Validity and Reliability

The researcher used this test to make sure that the tool was used in this study measure what should be measured (Sekaran, 2010).

Test Apparent Validity

The aim of this test is to make sure that the phrases contained in the study tool are accurate, and to achieve this, the questionnaire was distributed among a group of valiators of several faculty members and professors from different Jordanian universities, majoring in business administration and e-business, in order to ensure the validity of the data collection. After retrieving the validated questionnaires, the researcher conducted the proposed amendments before distributing appendix No. (2) lists the names of the study tool validators .

Content Validity

This validity is defined as the extent that the paragraphs of the study tool explain the variables of the related study. The researcher's attention is ensure each field is represented accurately by a set of relevant paragraphs (Sekaran, 2010). The content validity is done through measuring the relationship between each paragraph and the field related to by using Pearson correlation coefficient. The questionnaire depends on the correlation relationships which are more than (30%). The statistical significance is important at the level (α) ≤ 0.05 , (Sekaran, 2010).

The Questionnaire Validity

The researcher conducted steps of stability on the study tool ensure its validity before testing the hypotheses:

- 1- Cronbach's alpha coefficient alpha
- 2- Variance Inflationary Factor VIF
- 3- The correlation coefficient

4- Analysis of the study factors

Cronbach's Alpha

The researcher used the Cronbach alpha method for measuring the stability of the questionnaire. The rate of questionnaire reliability coefficient of 0.858 refers to the strength and stability of the questionnaire suitability for use as a tool for the study.

Table (3.4): Cronbach's alpha

No	Item	No. of Items	Cronbach's Alpha
1	Crowdfunding	9	0.83
2	Process AON (All or Nothing)	4	0.84
3	Process KIA (Keep It All)	5	0.87
4	Entrepreneurship	8	0.84
5	Freedom of innovation	3	0.84
6	Value of creation	5	0.85

Variance Inflation Factor VIF

As far as normality, validity and reliability were assumed, so regressions analysis can be used in the case at hand, especially after achieving the following underling assumption : Durban Watson test to ensure independence of errors, if Durban Watson test value is about 2 the model does not violate this assumption.

While, VIF (Variance Inflation Factor) and tolerance are used to test multicolinearity . if VIF is less than 10 and tolerance is more than 0.2, the multi- collinearity modle does not violate this assumption.

Table (3.5) result also shows that the VIF value are less than 10 and the tolerance value are more than 0.05. this indicate that there is no multicollinearity within the independent variables of the study .

Table (3.5): Multi collinearity to test for main Hypothesis

Model		Collinearity Statistics	
		Tolerance	VIF
1	Crowdfunding	0.48	2.10
2	Process AON (All or Nothing)	0.82	1.22
3	Process KIA (Keep It All)	0.67	1.50
4	Entrepreneurship	0.53	1.90
5	Freedom of Innovation	0.48	2.10
6	Value of Creation	0.58	1.71

The Correlation Coefficient

The researcher calculated the internal consistency of the questionnaire via the calculation of the correlation coefficients between each paragraph and the total score of the paragraphs of the questionnaire.

Table (3.6) shows correlation coefficients between each factor of the study factors of the paragraphs of the first section and the total score of the paragraphs of this section, which shows that the correlation coefficients have shown significant at a moral level which is 0.05 and thus paragraphs resolution is considered as valid for what intended to measure.

Table (3.6): Correlation Coefficients.

	Crowdfunding	Process AON (All or Nothing)	Process KIA (Keep It All)	Entrepreneurship	Freedom of innovation	Value of creation
Crowdfunding	1	0.39**	0.52**	0.56**	0.63**	0.49**
Process AON (All or Nothing)	0.39**	1	0.26**	0.35**	.030**	0.21**
Process KIA (Keep It All)	0.52**	0.26**	1	0.37**	0.46**	0.44**
Entrepreneurship	0.56**	0.35**	0.37**	1	0.60**	0.55**
Freedom of innovation	0.63**	0.30**	0.46**	0.60**	1	0.55**
Value of creation	0.49**	0.21**	0.44**	0.55**	0.55**	1

** Correlation is significant at the 0.01 level (2-tailed).

Chapter Four

Analysis results & Hypotheses test

(4.1) Introduction

(4.2) Descriptive Analysis of Study Variables

(4.3) Analysis Adequacy of the Data to Test the Study Hypotheses

(4.4) Hypotheses Testing

4.1 Introduction

According to the purpose of the research and the research framework presented in the previous chapter, this chapter describes the results of the statistical analysis for the data collected according to the research questions and research hypotheses. The data analysis includes a description of the Means and Standard Deviations for the questions of the study; Multiple and Simple and Linear Regression analysis and path analysis used.

4.2 Descriptive Analysis of Study Variables

Dependent variables

Crowdfunding Methods

Table (4.1) demonstrates the average mean scores for crowdfunding methods.

Table (4.1) shows the level of importance of crowdfunding methods, where the arithmetic means range between (2.11- 3.13). We observe that the high mean was to item "Entrepreneur prefers to borrow from the public of crowdfunding to support their new idea development." with arithmetic mean (3.13) and Standard deviation (0.94). While the lowest arithmetic mean was to item "The amount of fund raised through crowdfunding depends on the idea itself" with Average (2.11) and standard deviation (0.91).

Table (4.1): Means and Std. Deviation for crowdfunding methods Items.

No	Figure	Mean	Std. Deviation	rank
20	Entrepreneur prefers to borrow from the public of crowdfunding to support their new idea development.	3.13	0.94	1
22	Entrepreneur prefers to collect the fund from the crowd of crowdfunding through donation without return	3.05	1.15	2
23	Entrepreneur prefers to collect the fund from the crowd of crowdfunding and sending them gifts in return	2.99	1.07	3
19	Entrepreneur prefer to sell shares of their company/idea to the public through crowdfunding platform	2.87	0.98	4
21	Entrepreneur prefers taking funds from the public through preorder of the product and sending it to them after completion.	2.86	1.12	5
25	The chosen method of crowdfunding depends on the idea implemented	2.43	1.16	6
17	Crowdfunding through the Internet solves some of the funding problems of entrepreneur projects	2.42	0.98	7
18	E-payment solutions have helped in the rapid development of crowdfunding	2.18	0.97	8
24	The amount of fund raised through crowdfunding depends on the idea itself	2.11	0.91	9

Crowdfunding Processes

Table (4.2) demonstrates the average mean scores for crowdfunding processes Items.

Table (4.2) shows the level of importance of crowdfunding processes, where the arithmetic means range between (2.63- 3.15). We observe that the high mean was to item "The entrepreneur Prefers to use **AON**." with arithmetic mean (3.15) and Standard deviation (1.00). While the lowest arithmetic mean was to item "The entrepreneur has the full understanding the **AON** process." with Average (2.63) and standard deviation (1.02).

Table (4.2): Means and Std. Deviation for crowdfunding processes Items.

No	Figure	Mean	Std. Deviation	rank
27	The entrepreneur Prefers to use AON .	3.15	1.00	1
33	Entrepreneur has the ability to Commit to their promises toward supporters in case they did not collect the necessary amount.	3.10	1.06	2
28	The entrepreneur trusts that their idea is worth the funding required and takes the risk of chosen AON .	2.93	0.99	3
34	The entrepreneur has the ability to dispense the amount of money collected if it was much less than the required amount, since they will not be able to complete their project with such money.	2.91	1.07	4
31	The entrepreneur Prefers to use KIA .	2.88	1.14	5
29	Entrepreneur has the ability to set a budget in order to fund his entrepreneur project/idea from the crowd.	2.76	1.13	6
30	The entrepreneur has the full understanding the KIA process explained above.	2.76	1.05	7
32	The entrepreneur has the ability to implement the idea even if they did not collect the required amount of money.	2.70	1.02	8
26	The entrepreneur has the full understanding the AON process.	2.63	1.02	9

Independent Variables

Entrepreneurships

Table (4.3) demonstrates the average mean scores for Entrepreneurships Items.

Table (4.3) shows the level of importance of Entrepreneurs and Entrepreneurships, where the arithmetic means range between (1.99- 3.89). We observe that the high mean was to item "Entrepreneur concentrate on find the needed fund to start the project" With arithmetic mean (3.89) and Standard deviation (1.16). While the lowest arithmetic mean was to item "Entrepreneur takes upon himself the risks that maybe faced." with Average (1.99) and standard deviation (0.89).

Table (4.3): Means and Std. Deviation for Entrepreneurs and Entrepreneurships Items

No	Figure	Mean	Std. Deviation	Rank
2	Entrepreneur concentrate on find the needed fund to start the project	3.89	1.16	1
6	Entrepreneur is forced to take the path of entrepreneurship as a result of his surrounding circumstances like being laid off.	3.28	1.26	2
7	Entrepreneur has to invent a new product or service in order to be successful	3.11	1.24	3
1	Entrepreneurship should exploit available opportunity.	3.00	1.07	4
3	Entrepreneurship is finding new products and services	2.81	1.29	5
5	Entrepreneur quits his job and takes the path of Entrepreneurship	2.55	1.05	6
8	Entrepreneur has to update an already existing product or service in order to be successful	2.55	0.99	7
4	Entrepreneur takes upon himself the risks that maybe faced.	1.99	0.89	8

Freedom of Innovation

Table (4.4) demonstrate the average mean scores for freedom of innovation Items

Table (4.4): Means and Std. Deviation for freedom of innovation Items.

No	Figure	Mean	Std. Deviation	rank
11	Crowd funding provides entrepreneur the freedom to work since there is no single person or company funding the project to control	2.76	1.19	1
10	Entrepreneur will face pressure from investors when it comes to executing their idea.	2.46	1.25	2
9	The entrepreneur has to have the freedom in executing his entrepreneur project.	2.16	0.99	3

Value of Creation

Table (4.5) demonstrate the average mean scores for value of creation Items.

Table (4.5) shows the level of importance of value of creation, where the arithmetic means range between (1.82- 2.37). We observe that the high mean was to item "Entrepreneur projects are considered to be a support of the country's economy" with arithmetic mean (2.37) and Standard deviation (1.36). While the lowest arithmetic mean was to item "The success of the entrepreneur projects provide the market with job opportunities" with Average (1.82) and standard deviation (0.98).

Table (4.5): Means and Std. Deviation for value of creation Items.

No	Figure	Mean	Std. Deviation	rank
12	Entrepreneur projects are considered to be a support of the country's economy	2.37	1.36	1
13	The success of the entrepreneur projects provide entrepreneur with income	2.12	1.11	2
16	Jordan is considered a supporter country of entrepreneur projects	2.79	1.17	3
15	The success or failure of entrepreneur project depends on the laws of the incubating country	2.50	1.07	4
14	The success of the entrepreneur projects provide the market with job opportunities	1.82	0.98	5

4.3 Data Adequacy for Multiple Regression

Both the null hypothesis and alternative hypothesis were involved in the hypothesis test. The null hypothesis was assumed to be run but tested for possible rejection. The probability value (p-value) obtained from the statistical hypothesis test formed the basis of the decision – making process. If the p-value was less than or equal to predetermined level of significance (alpha- level), the null hypothesis would be rejected and alternative hypothesis would be supported. By contrast, if the p-value was greater than (alpha- level) the null hypothesis could not be rejected and no support was claimed for the alternative hypothesis. Main hypothesis of the study and the sub hypotheses will be tested to determine whether crowdfunding variables have statistically significant relationship with or impact on entrepreneurship (Sekaran, 2010).

4.4 Hypotheses Testing

The Main Hypothesis:

H0.0: There is no significant effect of Crowdfunding on entrepreneurship of entrepreneur projects in Jordan at the level of significance ($\alpha = 0.05$).

In order to test this hypothesis, simple linear regression was applied to determine whether Crowdfunding had significant effect on entrepreneurship. The results are provided in table (4.6).

As it is noticed in tables (4:6) the simple regression (R) coefficients for Crowdfunding is (0.56) while the t calculated (9.51) are higher than T tabulated 1.96, which indicates significant effect of the predicting variable (Crowdfunding) on the dependent variable (entrepreneurship). The null hypothesis was rejected and the alternative hypothesis was accepted which state. There is significant effect of Crowdfunding on entrepreneurship in Jordan at the level of significance ($\alpha = 0.05$).

Table (4.6): Model summary for effect of Crowdfunding o entrepreneurship in Jordan.

Result	Independent Variable	R	R2	t calculated	T tabulated	Sig
significant	Crowdfunding	0.56	0.31	9.51	1.96	0.00

- a. Dependent Variable: entrepreneurs and entrepreneurship
- b. Predictors: (Constant), crowdfunding process

The First Sub Hypothesis:

H0.1: There is no significant effect of Crowdfunding on freedom of innovation of entrepreneur projects in Jordan at the level of significance ($\alpha = 0.05$).

In order to test this hypothesis, simple linear regression was applied to determine whether Crowdfunding methods had significant effect on entrepreneurship. The results are provided in table (4.7).

As it is noticed in tables (4.7) the simple regression (R) coefficients for Crowdfunding is (0.63) while the t calculated (11.37) are higher than T tabulated 1.96, which indicates significant effect of the predicting variable (crowdfunding methods) on the dependent variable (freedom of innovation). The null hypothesis was rejected and the alternative hypothesis was accepted which state:

There is significant effect of crowdfunding methods on freedom of innovation of entrepreneur projects in Jordan at the level of significance ($\alpha = 0.05$).

Table (4.7): Model summary for effect of Crowdfunding on entrepreneurship measure of entrepreneur projects in Jordan.

Result	Independent Variable	R	R2	t calculated	T tabulated	Sig
significant	crowdfunding methods	0.63	0.40	11.37	1.96	0.00

- a. Dependent Variable: freedom of innovation
- b. Predictors: (Constant), crowdfunding methods

There is no significant effect of crowdfunding methods (Re-ward, Pre Purchasing,

Donation, Equity and Lending) on the freedom of innovation at ($\alpha \leq 0.05$).

Table (4.8): Model summary for multiple regression (R) coefficients for crowdfunding methods (Re-ward, Pre Purchasing, Donation, Equity and Lending) on the freedom of innovation at ($\alpha \leq 0.05$).

R	R2	Adjusted R2	(F)		Sig	
0.60	0.36	0.35	22.10		0.00	
crowdfunding methods		B	Std. Error	Beta	t calculated	Sig.
Equity	0.10	0.06	0.10	1.62	0.11	
Lending	0.04	0.06	0.04	0.70	0.49	
Pre Purchasing	0.38	0.06	0.46	5.98	0.00	
Donation	0.18	0.06	0.23	2.94	0.00	
Rewards	-.062-	0.07	-.072-	-.96-	0.34	

As it is noticed in table (4.8) the multiple regression (R) coefficients for crowdfunding methods is (0.60). from the table above we found that the funding methods (Pre Purchasing and Donation) have significant effect in freedom of innovation while the overall t calculated are higher than T tabulated 1.96, from the table above we found that the funding methods (Re-wards, Equity and Lending) have insignificant effect in freedom of innovation while the overall t calculated are lower than T tabulated 1.96 at ($\alpha \leq 0.05$). From the result of the Model summary for multiple regression (R) coefficients for crowdfunding methods the results indicate that there is inverse relationship of (Re-wards) on the freedom of innovation at ($\alpha \leq 0.05$).

We applied single regression test for each method on freedom of innovation separately as follow:

First Method (Re-ward):

There is no significant effect of Re-ward method on freedom of innovation of entrepreneur project in Jordan at the level of significance ($\alpha = 0.05$).

In order to test this method, simple linear regression was applied to determine whether Re-ward method had significant effect on freedom of innovation. The result is provided in table (4.9).

Table (4.9): Model summary for effect of Re-ward method on freedom of innovation measure of entrepreneur project in Jordan.

Result	Independent Variable	R	R2	t calculated	T tabulated	Sig
Significant	Re-wards method	0.34	0.11	5.01	1.96	0.00

- a. Dependent Variable: freedom of innovation
- b. Predictors: (Constant), Re-ward method

As it is noticed in table (4.9) the simple regression (R) coefficients for Re-ward is (0.34) while the t calculated (5.01) are higher than T tabulated 1.96, which indicates significant effect of the predicting variable (Re-ward method) on the dependent variable (freedom of innovation).

Second Method (Pre purchasing)

There is no significant effect of Pre Purchasing method on freedom of innovation of entrepreneur project in Jordan at the level of significance ($\alpha = 0.05$).

In order to test this method, simple linear regression was applied to determine whether Pre Purchasing method had significant effect on freedom of innovation. The result is provided in table (4.10).

Table (4.10): Model summary for effect of Pre Purchasing method on freedom of innovation measure of entrepreneur project in Jordan.

Result	Independent Variable	R	R2	t calculated	T tabulated	Sig
significant	Pre Purchasing method	0.56	0.31	9.49	1.96	0.00

a. Dependent Variable: freedom of innovation

b. Predictors: (Constant), Pre Purchasing method

As it is noticed in tables (4.10) the simple regression (R) coefficients for Pre Purchasing is (0.56) while the t calculated (9.49) are higher than T tabulated 1.96, which indicates significant effect of the predicting variable (Pre Purchasing method) on the dependent variable (freedom of innovation).

Third Method (Donation):

There is no significant effect of Donation method on freedom of innovation of entrepreneur project in Jordan at the level of significance ($\alpha = 0.05$).

In order to test this method, simple linear regression was applied to determine whether Donation method had significant effect on freedom of innovation. The result is provided in table (4.11).

Table (4.11): Model summary for effect of Donation method on freedom of innovation measure of entrepreneur project in Jordan.

Result	Independent Variable	R	R2	t calculated	T tabulated	Sig
Significant	Donation method	0.48	0.40	7.69	1.96	0.00

a. Dependent Variable: freedom of innovation

b. Predictors: (Constant), Donation method

As it is noticed in table (4.11) the simple regression (R) coefficients for Donation is (0.48) while the t calculated (7.69) are higher than T tabulated 1.96, which indicates significant effect of the predicting variable (Donation method) on the dependent variable (freedom of innovation).

Forth Method (Equity):

There is no significant effect of Equity method on freedom of innovation of entrepreneur project in Jordan at the level of significance ($\alpha = 0.05$).

In order to test this method, simple linear regression was applied to determine whether Equity method had significant effect on freedom of innovation. The results are provided in table (4.12).

Table (4.12): Model summary for effect of Equity on freedom of innovation measure of entrepreneur project in Jordan.

Result	Independent Variable	R	R2	t calculated	T tabulated	Sig
Significant	Equity method	0.15	0.02	2.14	1.96	0.03

- a. Dependent Variable: freedom of innovation
- b. Predictors: (Constant), Equity method

As it is noticed in table (4.12) the simple regression (R) coefficients for Equity is (0.15) while the t calculated (2.14) are higher than T tabulated 1.96, which indicates significant effect of the predicting variable (Equity method) on the dependent variable (freedom of innovation).

Fifth Method (Lending):

There is no significant effect of Lending method on freedom of innovation of entrepreneur project in Jordan at the level of significance ($\alpha = 0.05$).

In order to test this method, simple linear regression was applied to determine whether Lending method had significant effect on freedom of innovation. The results are provided in table (4.13).

Table (4.13): Model summary for effect of Lending method on freedom of innovation measure of entrepreneur project in Jordan.

Result	Independent Variable	R	R2	t calculated	T tabulated	Sig
Significant	Lending method	0.21	0.04	3.01	1.96	0.00

a. Dependent Variable: freedom of innovation

b. Predictors: (Constant), Lending method

As it is noticed in table (4.13) the simple regression (R) coefficients for Lending is (0.21) while the t calculated (3.01) are higher than T tabulated 1.96, which indicates significant effect of the predicting variable (Lending method) on the dependent variable (freedom of innovation).

The second sub hypothesis:

H0.2: There is no significant effect of Crowdfunding on value of creation of entrepreneur projects in Jordan at the level of significance ($\alpha = 0.05$).

In order to test this hypothesis, simple linear regression was applied to determine whether Crowdfunding had significant effect on entrepreneurship. The results are provided in table (4.14).

As it is noticed in tables (4.8) the simple regression (R) coefficients for Crowdfunding is (0.49) while the t calculated (7.94) are higher than T tabulated 1.96, which indicates significant effect of the predicting variable (crowdfunding methods) on the dependent variable (value of creation). The null hypothesis was rejected and the alternative hypothesis was accepted which state:

There is significant effect of crowdfunding methods on value of creation of entrepreneur projects in Jordan at the level of significance ($\alpha = 0.05$).

Table (4.14): Model summary for effect of Crowdfunding on entrepreneurship measure of entrepreneur projects in Jordan.

Result	Independent Variable	R	R2	t calculated	T tabulated	Sig
significant	crowdfunding methods	0.49	0.24	7.94	1.96	0.00

a. Dependent Variable: value of creation

b. Predictors: (Constant), crowdfunding methods

There is no significant effect of crowdfunding methods (Re-ward, Pre Purchasing, Donation, Equity and Lending) on the value of creation at ($\alpha \leq 0.05$).

Table (4.15): Model summary for multiple regression (R) coefficients for crowdfunding methods (Re-ward, Pre Purchasing, Donation, Equity and Lending) on the value of creation at ($\alpha \leq 0.05$).

R	R2	Adjusted R2	(F)		Sig	
0.45	0.20	0.16	9.57		0.00	
crowdfunding methods		B	Std. Error	Beta	t calculated	Sig.
Equity		-0.00-	0.05	-.01-	-.072-	0.94
Lending		0.07	0.05	0.09	1.36	0.18
Pre Purchasing		0.20	0.05	0.32	3.79	0.00
Donation		0.13	0.05	0.22	2.56	0.01
Rewards		-0.091-	0.05	-0.140-	-1.67-	0.10

As it is noticed in table (4.15) the multiple regression (R) coefficients for crowdfunding methods is (0.45). from the table above we found that the crowdfunding methods (Pre Purchasing and Donation) have significant effect in value of creation while the overall t calculated are higher than T tabulated 1.96, from the table above we found that the crowdfunding methods (Re-ward, Equity and Lending) have insignificant effect in value of creation while the overall t calculated are lower than T tabulated 1.96 at ($\alpha \leq 0.05$). From the result of the Model summary for multiple regression (R) coefficients for crowdfunding methods the results indicate that there is inverse relationship of (Re-ward) on the value of creation at ($\alpha \leq 0.05$).

We applied single regression test for each method on freedom of innovation separately as follow:

First Method (Re-ward):

There is no significant effect of Re-ward method on value of creation of entrepreneur project in Jordan at the level of significance ($\alpha = 0.05$).

In order to test this method, simple linear regression was applied to determine whether Re-ward method had significant effect on value of creation. The results are provided in table (4.16).

Table (4.16): Model summary for effect of Re-wards on value of creation measure of entrepreneur project in Jordan.

Result	Independent Variable	R	R2	t calculated	T tabulated	Sig
significant	Re-ward method	0.19	0.11	2.67	1.96	0.01

a. Dependent Variable: value of creation

b. Predictors: (Constant), Re-ward method

As it is noticed in table (4.16) the simple regression (R) coefficients for Re-wards is (0.19) while the t calculated (2.67) are higher than T tabulated 1.96, which indicates significant effect of the predicting variable (Re-wards methods) on the dependent variable (value of creation).

Second Method (Pre purchasing)

There is no significant effect of Pre-Purchasing method on value of creation of entrepreneur project in Jordan at the level of significance ($\alpha = 0.05$).

In order to test this method, simple linear regression was applied to determine whether Pre Purchasing method had significant effect on value of creation. The results are provided in table (4.17).

Table (4.17): Model summary for effect of Pre Purchasing on value of creation measure of entrepreneur project in Jordan.

Result	Independent Variable	R	R2	t calculated	T tabulate	Sig
Significant	Pre Purchasing method	0.39	0.15	5.99	1.96	0.00

- a. Dependent Variable: value of creation
- b. Predictors: (Constant), Pre Purchasing method

As it is noticed in table (4.17) the simple regression (R) coefficients for Pre Purchasing is (0.39) while the t calculated (5.99) are higher than T tabulated 1.96, which indicates significant effect of the predicting variable (Pre Purchasing method) on the dependent variable (value of creation).

Third Method (Donation)

There is no significant effect of Donation method on value of creation of entrepreneur project in Jordan at the level of significance ($\alpha = 0.05$).

In order to test this method, simple linear regression was applied to determine whether Donation method had significant effect on value of creation. The results are provided in table (4.18).

Table (4.18): Model summary for effect of Donation on value of creation measure of entrepreneur project in Jordan.

Result	Independent Variable	R	R2	t calculated	T tabulated	Sig
Significant	Donation method	0.36	0.13	5.37	1.96	0.00

- a. Dependent Variable: value of creation
- b. Predictors: (Constant), Donation method

As it is noticed in table (4.18) the simple regression (R) coefficients for Donation is (0.36) while the t calculated (5.37) are higher than T tabulated 1.96, which indicates significant effect of the predicting variable (Donation method) on the dependent variable (value of creation).

Forth Method (Equity)

There is no significant effect of Equity method on value of creation of entrepreneur project in Jordan at the level of significance ($\alpha = 0.05$).

In order to test this method, simple linear regression was applied to determine whether Equity method had significant effect on value of creation. The results are provided in table (4.19).

Table (4.19): Model summary for effect of Equity method on value of creation measure of entrepreneur project in Jordan.

Result	Independent Variable	R	R2	t calculated	T tabulated	Sig
Significant	Equity method	0.05	0.00	0.67	1.96	0.50

a. Dependent Variable: value of creation

b. Predictors: (Constant), Equity method

As it is noticed in table (4.19) the simple regression (R) coefficients for Equity is (0.05) while the t calculated (0.67) are lower than T tabulated 1.96, which indicates insignificant effect of the predicting variable (Equity method) on the dependent variable (value of creation).

Fifth Method (Lending)

There is no significant effect of Lending method on value of creation of entrepreneur project in Jordan at the level of significance ($\alpha = 0.05$).

In order to test this method, simple linear regression was applied to determine whether Lending method had significant effect on value of creation. The results are provided in table (4.20).

Table (4.20): Model summary for effect of Lending on value of creation measure of entrepreneur project in Jordan.

Result	Independent Variable	R	R2	t calculated	T tabulated	Sig
Significant	Lending method	0.19	0.04	2.82	1.96	0.01

a. Dependent Variable: value of creation

b. Predictors: (Constant), Lending method

As it is noticed in table (4.20) the simple regression (R) coefficients for Lending is (0.19) while the t calculated (2.82) are higher than T tabulated 1.96, which indicates significant effect of the predicting variable (Lending method) on the dependent variable (value of creation).

The Third sub-hypothesis:

H0.3: There is no significant effect of Crowdfunding processes on freedom of innovation of entrepreneur projects in Jordan at the level of significance ($\alpha = 0.05$).

In order to test this hypothesis, simple linear regression was applied to determine whether Crowdfunding processes had significant effect on freedom of innovation. The results are provided in table (4.21).

As it is noticed in tables (4.21) the simple regression (R) coefficients for crowdfunding processes is (0.49) while the t calculated (7.88) are higher than T tabulated 1.96, which indicates significant effect of the predicting variable (crowdfunding processes) on the dependent variable (freedom of innovation). The null hypothesis was rejected and the alternative hypothesis was accepted which state: There is significant effect of crowdfunding processes on freedom of innovation of entrepreneur projects in Jordan at the level of significance ($\alpha = 0.05$).

Table (4.21): Model summary for effect of Crowdfunding processes on freedom of innovation measure of entrepreneur projects in Jordan.

Result	Independent Variable	R	R2	t calculated	T tabulated	Sig
significant	Crowdfunding processes	0.49	0.24	7.88	1.96	0.0

- a. Dependent Variable: freedom of innovation
- b. Predictors: (Constant), crowdfunding processes

The forth sub hypothesis:

H0.4: There is no significant effect of Crowdfunding processes on value of creation of entrepreneur projects in Jordan at the level of significance ($\alpha = 0.05$).

In order to test this hypothesis, simple linear regression was applied to determine whether Crowdfunding processes had significant effect on value of creation. The results are provided in table (4.22).

As it is noticed in tables (4.22) the simple regression (R) coefficients for crowdfunding processes is (0.40) while the t calculated (6.58) are higher than T tabulated 1.96, which indicates significant effect of the predicting variable (crowdfunding processes) on the dependent variable (value of creation). The null hypothesis was rejected and the alternative hypothesis was accepted which state:

There is significant effect of crowdfunding process on value of creation of entrepreneur projects in Jordan at the level of significance ($\alpha = 0.05$).

Table (4.22): Model summary for effect of Crowdfunding processes on value of creation measure of entrepreneur projects in Jordan.

Result	Independent Variable	R	R2	t calculated	T tabulated	Sig
significant	crowdfunding processes	0.40	0.179	6.58	1.96	0.00

- a. Dependent Variable: value of creation
- b. Predictors: (Constant), crowdfunding processes

Chapter Five

Results & Recommendation

(5.1) The Main Result of Study

(5.2) Study Conclusion

(5.3) Study Recommendations

(5.4) References

(5.5) Appendixes

5.1 The Main Results of Study

The study explored a number of important and significant results that the researcher hopes that they would lead to contributions to theory and relevant literature. The researcher also hopes that such results would trigger a number of critical decisions for crowdfunding business and entrepreneurship. In addition, the researcher hopes that such decisions would be reflected positively toward entrepreneur benefits. Based on the data analysis and hypotheses testing in chapter 4, the research results generated from this work can be summarized as follows:

1. There is significant effect of Crowdfunding on entrepreneurship in Jordan at the level of significance ($\alpha = 0.05$).
2. There is significant effect of crowdfunding methods on freedom of innovation of entrepreneur projects in Jordan at the level of significance ($\alpha = 0.05$).
3. There is significant effect of Re-ward method on freedom of innovation of entrepreneur project in Jordan at the level of significance ($\alpha = 0.05$).
4. There is significant effect of Pre Purchasing method on freedom of innovation of entrepreneur project in Jordan at the level of significance ($\alpha = 0.05$).
5. There is significant effect of Donation method on freedom of innovation of entrepreneur project in Jordan at the level of significance ($\alpha = 0.05$).
6. There is significant effect of Equity method on freedom of innovation of entrepreneur project in Jordan at the level of significance ($\alpha = 0.05$).
7. There is significant effect of Lending method on freedom of innovation of entrepreneur project in Jordan at the level of significance ($\alpha = 0.05$).
8. Multiple regression coefficients for crowdfunding methods, the results indicate that (Pre Purchasing, Donation) have significant effect in freedom of

innovation while, the funding methods (Re-wards, Equity, Lending) have insignificant effect in freedom of innovation.

9. Multiple regression coefficients for crowdfunding methods, the results indicate that there is inverse relationship of (Re-wards) on the freedom of innovation at ($\alpha \leq 0.05$).
10. There is significant effect of Re-ward method on value of creation of entreprenuer project in Jordan at the level of significance ($\alpha = 0.05$).
11. There is significant effect of Pre Purchasing method on value of creation of entreprenuer project in Jordan at the level of significance ($\alpha = 0.05$).
12. There is significant effect of Donation method on value of creation of entreprenuer project in Jordan at the level of significance ($\alpha = 0.05$).
13. There is insignificant effect of Equity method on value of creation of entreprenuer project in Jordan at the level of significance ($\alpha = 0.05$).
14. There is significant effect of Lending method on value of creation of entreprenuer project in Jordan at the level of significance ($\alpha = 0.05$).
15. Multiple regression coefficients for crowdfunding methods the results indicate that crowdfunding methods (Pre Purchasing, Donation) have significant effect in value of creation while, crowdfunding methods (Re-wards, Equity, Lending,) have insignificant effect in value of creation while the overall t calculated are lower than T tabulated 1.96 at ($\alpha \leq 0.05$).
16. Multiple regression coefficients for crowdfunding methods the results indicate that there is inverse relationship of (Re-wards) on the value of creation at ($\alpha \leq 0.05$).
17. There is significant effect of crowdfunding processes on freedom of innovation of entrepreneur projects in Jordan at the level of significance ($\alpha = 0.05$).

18. There is significant effect of crowdfunding process on value of creation of entrepreneur projects in Jordan at the level of significance ($\alpha = 0.05$).
19. The research agreed with what came in "Grassroots capitalism or: how I learned to stop worrying about financial risk in the exempt market and love equity crowdfunding" by Figliomeni M (2014), which emphasized the need of variety of laws in the European Union, so Jordan can project this need to facilitate crowdfunding and create new job opportunities.
20. The research agreed with what came in "The role of crowdfunding in entrepreneurial finance" by Mitra D (2012), which talked about the ways we can utilize crowdfunding methods, where the researcher noticed that there is an agreement between the studied sample about the crowdfunding methods in Jordan and how they are similar with the crowdfunding methods worldwide.
21. The research agreed with what came in "A positive theory of social entrepreneurship" by Santos F M (2012), which talked about the importance of crowdfunding to the value of creation, but in Jordan the research showed that the most significant methods of crowdfunding are the donation and pre-purchasing that came on the contrast with Santos F M (2012) work.
22. The research disagreed "Crowdfunding Securities" by Schwartz A A (2013), with talked about selling equity online as a crowdfunding method, where the studied sample here in Jordan preferred donation and pre-purchasing methods over the equity method.
23. The research disagreed with what came in "Fast Forward on Crowdfunding" by Sheik S (2013), which discussed the laws in USA which regulate the process of selling equity directly online, where here in Jordan it's illegal to sell company's shares according to the Jordanian legislations.

24. The research agreed with what came in “Exploring entrepreneurial legitimacy in reward-based crowdfunding” by Frydrych D, Bock A J, Kinder T & Koeck B (2014), which concluded that the pre-purchasing method will guarantee the freedom of innovation, and that came exactly as the researcher’s conclusion.

5.2 Conclusion

Crowdfunding has been gaining momentum both in research and professionally as it has become one of the major funding sources for entrepreneurs and their projects. Due to its relatively young age in general and in Jordan specifically, this research provides a fresh glimpse on the relationship and impact of crowdfunding on entrepreneurship. Specifically, in Jordan as a developing country with growing and sometimes challenged economy, talented and skilled people find their way to run their own entrepreneurs ideas or projects. In Jordan as it is everywhere, funding for these entrepreneurs projects is always a challenge and a struggle. Crowdfunding hence has become the tool and the source that can provide funding alternatives to entrepreneurs. This research aimed to study the effect of crowdfunding on entrepreneurship. It tried to determine the crowdfunding methods and processes that affect entrepreneurship in term of value of creation and freedom of innovation. The result of this study is useful and interesting for entrepreneurs and crowdfunding platforms, as it will reveal the relationship between crowdfunding methods from one side and processes and entrepreneurship freedom of innovation and value creation on the other side.

This study aimed to fill the obvious gap in literature in terms of the impact of the utilized crowdfunding methods or processes on entrepreneurship in general and

entrepreneurship freedom of innovation and value of creation specifically. This research set the preliminary steps to encourage researchers to undertake further studies on the subject. Finally, this study aimed to contribute to the research stream on the subject by providing insight into the linkage between the types of crowdfunding and the value creation goals of the entrepreneurship.

To achieve the objectives of this study, the researcher developed a novel model to measure the crowdfunding effect on entrepreneurship. An Extensive literature review was done and was essential for developing the research model. The model had two main variables crowdfunding and entrepreneurship. The construct of crowdfunding included methods and processes, while the construct of entrepreneurship included freedom of innovation and value of creation.

The developed model was applied and tested in the context of Jordanian entrepreneur. For hypotheses testing, a questionnaire instrument was designed on the basis of the constructed model. Prior to data collection, the questionnaire instrument was validated by a number of professors and experts in the domain of this study and working at Applied Science University and Irbid National University Jordan. The questionnaire instrument was validated in terms of clearance, meaning, format, and its ability to measure the constructs included within the research model. The questionnaire instrument was then revised to reflect the comments and suggestions those received by the referees. Afterwards, 200 questionnaires were distributed to the sample of this study and (200) responses considered valid for data analysis were collected. The analysis conducted using Statistical Package for Social Sciences (SPSS) Version (21). Following data analysis, results were obtained and reported.

The study results proved having a positive direct impact of crowdfunding on entrepreneurship is an indicator of the need to invest more on in enhancing the fund

raising mechanism and encourage the crowdfunding platform to support entrepreneur in establishing start-up companies.

5.3 Recommendations

Based on study results and conclusions, the following recommendations are suggested:

- Jordanian entrepreneurs can be guaranteed the freedom of innovation by depending on crowdfunding to fund their project.
- Jordanian entrepreneurs are advised to choose the donation or pre-purchasing method to fundraise their projects.
- A relevant law must be legislated to facilitate the donation and pre-purchasing crowdfunding methods online since they are the most significant methods in the eyes of Jordanian entrepreneurs.
- Establish laws that make entrepreneurs sell their private company shares online through crowdfunding platforms.
- Future researches must be conducted in order to study other aspects of crowdfunding and their effect on entrepreneur business model, specifically the impact of brand identity development on consumer buying decision.

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Appendix 1: Questioner



**Middle East University
Business faculty
E-Business department**

Dear Responder,

The researcher is in the process of conducting a field study regarding The Effect of Crowdfunding on Entrepreneurship. Exploratory study from the perspective of entrepreneurs in business incubators in Jordan.

Being a part of the requirement to acquire a master's degree in e-Business.

This questionnaire is intended only for the purposes of scientific research.

Please note that basis of the questionnaire measurement would be a five point Lekart scale, employed accordingly:

Strongly disagree	Disagree	Natural	Agree	Strongly agree
1	2	3	4	5

Researcher: Enad Quandah

Supervisor: Dr. Hanadi Salameh

يقوم الباحث بإجراء دراسه بعنوان (اثر التمويل الجماعي في ريادة الأعمال- دراسة استطلاعية من وجهة نظر ريادي الأعمال في حاضنات الأعمال الأردنية) أهداف الدراسة :

أولاً، ونتيجة هذه الدراسة قد تكون مفيدة ومثيرة للاهتمام لريادي الأعمال وتمويل الجماعي الداعمين، لأنها سوف تكشف عن العلاقة بين طرق التمويل الجماعي والعمليات وحرية المبادرة للابتكار وخلق القيمة.

ثانياً، تهدف هذه الدراسة لملى فجوة واضحة في الأدب، والخطوات الأولية لتشجيع الباحثين على إجراء المزيد من الدراسات حول هذا الموضوع.

ثالثاً، وتسعى هذه الدراسة إلى المساهمة في تيار البحث من خلال توفير نظرة ثاقبة للربط بين أنواع التمويل الجماعي والأهداف خلق قيمة ريادة الأعمال.

سيتم استخدام النتائج لأغراض أكاديمية و علميه بحثه و ليس لغيرها ، شاكراً لكم تعاونكم و مشاركتكم في الاستبيان.

الباحث
عناد عزيز قندح
اشرف
الدكتوره هنادي سلامه

مقياس الدراسة

موافقة بشدة	موافقة	محايد	غير موافق	غير موافق بشدة
5	4	3	2	1

Demographic and functional characteristics of the study sample

1. Age:
18-24 25-34 35-44 45-54 55 and above

2. Gender:
Male Female

3. Do you have the idea of an entrepreneur project:
Yes No

4. Are you implemented / participated in an entrepreneur project:
Yes No

5. Did you get fundraising for your entrepreneur project:
Yes No

6. Have you participated in crowdfunding Program:
Yes No

7. The field of entrepreneurial work:
Information Technology Services Business Industry Medical
Health Voluntary

الخصائص الديموغرافية والوظيفية لعينة الدراسة

1. العمر:

سنة 34 – 25
سنة 54 – 45

سنة 25 – 18
سنة 44 – 35
اكثر من 55 سنة

2. الجنس:

انثى

ذكر

3. هل تملك فكرة لمشروع ريادي؟

لا

نعم

4. هل نفذت/شاركت في مشروع ريادي؟

لا

نعم

5. هل حصلت على تمويل لمشروعك الريادي؟

لا

نعم

6. هل شاركت في برنامج تمويل جماعي؟

لا

نعم

7. مجال العمل الريادي:

طب/صحة

صناعة

اعمال

خدمات

تكنولوجيا المعلومات
تطوعي

الرقم #No	السؤال	Question	غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
أولاً: ريادي الأعمال وريادة الأعمال							
Firstly: Entrepreneurs and Entrepreneurship							
		على ريادة الأعمال أن تستغل الفرص المتاحة Entrepreneurship should exploit available opportunity.					1
		يركز ريادي الأعمال على توفير الدعم المادي لاتمام العمل Entrepreneur concentrate on find the needed fund to start the project					2
		ريادة الأعمال هي ايجاد منتجات وخدمات جديدة Entrepreneurship is finding new products and services					3
		ريادي الأعمال يأخذ على عاتقه المخاطر التي قد يواجهها في ريادة الاعمال Entrepreneur takes upon himself the risks that maybe faced.					4
		ريادي الأعمال يترك عمله ويتخذ طريق في ريادة الأعمال Entrepreneur quits his job and takes the path of Entrepreneurship					5
		يجب ريادي الأعمال أن يتخذ مسار ريادة الأعمال نتيجة للظروف المحيطة بها مثل طرده من العمل Entrepreneur is forced to take the path of entrepreneurship as a result of his surrounding circumstances like being laid off.					6
		ريادي الأعمال عليه أن يقدم خدمه او منتج جديد لينجح في مشروعه. Entrepreneur has to invent a new product or service in order to be successful					7
		ريادي الأعمال عليه أن يطور خدمه او منتج موجود لينجح في مشروعه Entrepreneur has to update an already existing product or service in order to be successful					8
ثانياً: حرية الإبداع							
Secondly: Freedom of innovation							
		ريادي الأعمال لا بد أن يمتلك الحرية في اختيار طريقة إنتاج وتطوير المشروع الريادي. The entrepreneur has to have the freedom in executing his entrepreneur project.					9

السؤال Question	الرقم #No	موافق موافق موافق موافق موافق موافق	محايد غير موافق غير موافق غير موافق غير موافق غير موافق	غير موافق بشدة بشدة
ريادي الأعمال سوف يواجه ضغوطات من المستثمرين من ناحية فرضهم لشروط اخراج المنتج Entrepreneur will face pressure from investors when it comes to executing their idea.	10			
التمويل الجماعي يوفر الحرية لريادي الأعمال حيث أنه لا يوجد شخص أو شركة مملوكة تتحكم بالمشروع فردياً Crowdfunding provides entrepreneur the freedom to work since there is no single person or company funding the project to control	11			
ثالثاً: قيمة الإنشاء				
Thirdly: Value of creation				
المشاريع الريادية تعتبر داعم لاقتصاد الدولة Entrepreneur projects are considered to be a support of the country's economy	12			
نجاح المشاريع الريادية يوفر دخل مادي لرياديين The success of the entrepreneur projects provide entrepreneur with income	13			
نجاح المشاريع الريادية يوفر فرص عمل لآخرين The success of the entrepreneur projects provide the market with job opportunities	14			
نجاح أو فشل المشروع الريادي يعتمد على قوانين الدولة الحاضنة The success or failure of entrepreneur project depends on the laws of the incubating country	15			
تعتبر الأردن من الدول الداعمة للمشاريع الريادية Jordan is considered a supporter country of entrepreneur projects	16			
رابعاً: التمويل الجماعي				
fourthly: Crowdfunding				
التمويل الجماعي من خلال الإنترنت يحل بعض مشاكل تمويل المشاريع الريادية Crowdfunding through the Internet solves some of the funding problems of entrepreneur projects	17			

السؤال Question	الرقم #No	بشندة موافق موافق موافق محابد غير موافق غير موافق بشندة
حلول الدفع الإلكتروني ساعدت في التطور السريع في انتشار التمويل الجماعي E-payment solutions have helped in the rapid development of crowdfunding	18	
يفضل الريادي بيع اسهم الشركة/الفكرة الريادية المراد العمل بها لجمهور التمويل الجماعي Entrepreneur prefer to sell shares of their company/idea to the public through crowdfunding platform	19	
يفضل الريادي الاستدانه من جمهور التمويل الجماعي مع حساب الفوائد لإنشاء المشروع المراد تطبيقه Entrepreneur prefers to borrow from the public of crowdfunding to support their new idea development.	20	
يفضل الريادي اخذ التمويل من الجمهور عن طريق طلب المسبق للمنتج ويتم ارسال المنتج لهم بعد اتمامه Entrepreneur prefer taking funds from the public through preorder of the product and sending it to them after completion.	21	
يفضل الريادي جمع التمويل من الجمهور عن طريق التبرع دون مقابل Entrepreneur prefers to collect the fund from the crowd of crowdfunding through donation without return	22	
يفضل الريادي جمع التمويل من الجمهور ويرسل لهم هدايا رمزينة مقابل التمويل Entrepreneur prefers to collect the fund from the crowd of crowdfunding and sending them gifts in return	23	
يعتمد حجم التمويل على فكرة المشروع المراد تنفيذه The amount of fund rasied through crowdfund depends on the idea itself	24	
يعتمد اختيار طريقة التمويل الجماعي على المشروع المراد تمويله The chosen method of crowdfunding depends on the idea implemented	25	

السؤال	Question	غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة	الرقم #No
خامساً: عمليات التمويل الجماعي							
Fifthly: Crowdfunding processes							
طريقة الكل أو لا شيء: جمع مبلغ من المال في مدة محددة، وعند انتهاء المدة الزمنية يحصل الريادي على المبلغ اذا كان قادراً على جمعه كاملاً، اذا لم يكن قادراً على جمعه كاملاً فلن يحصل على أي مبلغ							
Process AON (All-or-nothing): Collecting a certain amount of money in a limited period of time, at the end of the period if the entrepreneur had collected the money they will keep it, if they were unable to do so, they will go home empty handed.							
						يوجد لدى الريادي الفهم الكامل لكيفية عمل AON الموضحة اعلاه.	26
						The entrepreneur has the full understanding the AON process explained above.	
						يفضل رياضي الأعمال استخدام AON . The entrepreneur Prefers to use AON .	27
						يثق الريادي بأن فكرته تستحق التمويل المطلوب ويستخدم طريقة الكل او لا شيء AON .	28
						The entrepreneur trusts that their idea are worth the funding required and take the risk of chosen AON .	
						الريادي يمتلك القدرة لتحديد الميزانية المطلوبة لتنفيذ الفكر/المشروع الريادي.	29
						Entrepreneur has the ability to set a budget in order to fund his entrepreneur project/idea from the crowd.	
طريقة الحصول على الكل: جمع مبلغ معين في فترة معينة من الزمن، عند انتهاء الفترة الزمنية سيحصل الريادي على مبلغ المال الذي تم جمعه فقط حتى لو كان هذا المبلغ اقل من المبلغ الذي تم تحديده في البداية.							
Process KIA (Keep it all): Collecting a certain amount of money in a limited period of time, at the end of the period the entrepreneur will get the amount of money collected no matter if they actually met the target or didn't.							
						يوجد لدى الريادي الفهم الكامل لكيفية عمل KIA الموضحة اعلاه.	30
						The entrepreneur has the full understanding the KIA process explained above.	
						يفضل رياضي الأعمال استخدام KIA . The entrepreneur Prefers to use KIA .	31
						يمتلك الريادي القدرة على تنفيذ الفكرة حتى لو لم يجمع المبلغ المطلوب.	32
						The entrepreneur has the ability to implement the idea even if they did not collect the required amount of money.	

السؤال Question	الرقم #No	يملك الريادي القدرة على الالتزام بوعده للداعمين في حال لم يجمع المبلغ اللازم.	Entrepreneur has the ability to Commit to their promises toward supporters in case they did not collect the necessary amount.	موافق بشدة موافق محاید غير موافق غير موافق بشدة	موافق	موافق	محاید	غير موافق	غير موافق بشدة
33		يملك الريادي القدرة على الإستغناء عن المبلغ في حال كان المبلغ المجموع أقل بكثير من المبلغ المطلوب كونه لن يستطيع اكمال مشروعه بمبلغ قليل.							
34		The entrepreneur has the ability to dispense the amount of money collected if it was much less than the required amount, since they will not be able to complete their project with such money.							

Appendix 2: Names of arbitrators.

No.	Name	Specialization	Work Place
1	Dr. Salim Al-Ruhaimi	Business Administration	Irbid National University
2	Dr. Haniel Al Sarhan	Business Administration	Irbid National University
3	Dr. Tawfiq Mardini	Business Administration	Irbid National University
4	Prof. Ahmad Hanandih	MIS	Applied Science Private University
5	Prof. Hassan Al-Zuabi	MIS	Applied Science Private University
6	Dr. Asmahan Al-Tahir	MIS	Applied Science Private University
7	Dr. Samir Barakat	MIS	Applied Science Private University
8	Dr. Waheed Abu Dawas	MIS	Applied Science Private University