
Empower Saudi businesswomen to an adoption the industrial project investment in Modon Oasis, Qassim, KSA

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Keywords

Modon Oases - Empower Saudi Businesswomen - Small & Medium industrial (SMEs) - Vision 2030- innovation

Abstract

This study highlights the efforts of the Kingdom Saudi Arabia to empower Saudi Businesswomen to adoption the industrial project investment in Modon Oasis, Qassim, their role in combating unemployment, achieving economic development and progress by encouraging businesswomen to set up private projects which support the establishment of small and medium enterprises in various investment. Also, provide different forms of support these institutions according to vision 2030 in Saudi Arabia.

The researchers had studied how to empower Saudi businesswomen for adoption the industrial project investment in Modon Oasis, to determine the current state under the rates of economic development and examine the future prospects for this role which they can play in the future economies of Saudi Arabia.

In order to achieve the objectives of the research, the study depends on the method of descriptive analytical approach, we used electronic questionnaires and the number of responses consisted of 110 questionnaires from Qassim regain, Analyzed by the E-view program.

The results indicate that there is the positive relationship between industrial cities and empower business women Saudi for adoption the industrial project investment in Modon Oasis, however, r noticeable that businesswomen are not aware of the role played by the industrial cities (Modon Oases), otherwise the lack of coordination between the women's support organizations and the industrial cities. The researcher recommended a set of recommendations and proposals: - It is necessary to provide sufficient data and information to the investor by the Modon Oases, establish especial committee in Modon Oases to solve any problem facing businesswomen and it is necessary to promote and market the ideas of new projects by Modon Oases.

Introduction

The industrial development march in the Kingdom of Saudi Arabia includes a strategy to develop cities and industrial complexes, to train and mentor young national towards this sector, and promote small & medium investments for young men and women. Also, an empower businesswomen Saudi for adoption the industrial project investment in Modon Oasis.

Knowledge Economy Vision 2030, Saudi women are yet another great asset. With over 50 percent of our university graduates being female, we will continue to develop their talents, invest in their production capabilities, enable them to strengthen their future and contribute to the development of our society and economy. We will also enable those of our people with disabilities to receive the education, job opportunities that will ensure their independence and integration as effective members of society. They will be provided with all the facilities and tools required to put them on the path to commercial success.

Small and medium-sized enterprises (SMEs) are among the most important agents of economic growth; they create jobs, support innovation and boost exports. Established the SME Authority and continue encouraging our young entrepreneurs with business-friendly regulations, easier access to

funding, international partnerships and a greater share of national procurement and government bids. Providing non-traditional education in means, methods, places, and content of the educational process.

This required to continue investing in education and training so that our young men and women are equipped for the jobs of the future. We want Saudi children, wherever they live, to enjoy higher quality, multi-faceted education. Also investing particularly in developing early childhood education, refining our national curriculum and training our teachers and educational leaders. Must be a focus on innovation in advanced technologies and entrepreneurship.

Study Problem

SMEs are one of the most important industrial sectors of the economy because of their pivotal role in the production, employment, income generation, innovation, and technological advancement, as well as their role in achieving the economic and social objectives of Kingdom. So, the main question, what is the actual role for an industrial city (Modon Oases) to Empower Saudi Businesswomen to an adoption the industrial project investment in Modon Oasis?

Hence this are the branch questions:

What are the obstacles that limit the role of industrial cities (Modon Oases)?

What are the most important problems faced by business women in their (SMEs) projects?

Research Importance

The importance of this research lies in the vision that all societies seek to support the industrial cities and activate the entrepreneurship of women's industrial (SMEs) to achieve development. Therefore, this research is important through the following points:

Highlights the actual role for an industrial city (Modon Oases) to Empower Saudi Businesswomen to an adoption the industrial project investment in Modon Oasis and their impact on economic development in Saudi Arabia.

Benefiting of developing countries in activating the role of industrial cities in supporting women's (SMEs) industrial legislations and achieving their developmental impact, which enhances the importance of relying on these projects at present to achieve the desired development rates.

Search Goal

Highlighting the actual role for an industrial cities (Modon Oases) to Empower Saudi Businesswomen to an adoption the industrial project investment in Modon Oasis, raising awareness among Saudi women about the importance of the role of industrial cities in supporting their projects, Highlighting the main obstacles that limit the role of industrial cities (Modon Oases), The challenges faced by Empower Saudi Businesswomen to an adoption the industrial project investment in Modon Oasis and Strengthen the role of industrial cities (Modon Oases) to support businesswomen's (SMEs) projects .

Research Hypotheses

The hypotheses of this research are based on the positive relationship between industrial cities (Modon Oases) and their positive role in supporting (SMEs) industrial women's projects as follows:

H1, business women are aware of the role played by the industrial cities (Modon Oases)

H2, industrial cities (Modon Oases) play a positive role in (SMEs) industrial women's enterprises, creating new job opportunities and thus reducing the unemployment rate.

H3, Empower Saudi Businesswomen to an adoption the industrial project investment in Modon Oasis contribute to improving incomes.

H4, Businesswomen have a knowledge about facilities and incentives provided by Modon Oases administration.

About MODON

Established in 2001, the Saudi Industrial Property Authority (MODON) is responsible for the development of industrial cities with integrated infrastructure and services. Whereas MODON has established industrial cities in various regions of the Kingdom, it is currently overseeing 35 existing and underdevelopment cities which include: Riyadh (1st., 2nd. & 3rd.), Jeddah (1st., 2nd. & 3rd.), Dammam (1st., 2nd. & 3rd.), Makkah, Qassim (1st. & 2nd.), Al-Ahsa (1st. & 2nd.), Madina Al-Munawwara, Al-Kharj, Sudair, Al-Zulfi, Shaqraa, Durma, Ha'il, Tabuk, Ar'ar, Al-Jouf, Assir, Jazan, Najran, Al-Baha (1st. & 2nd.), Hafr Al-Batin and Wa'ad Al-Shamaal; in addition to MODON Oases in Al-Ahsa, Jeddah, Al-Qassim, Al-Jouf and Yanbu

MODON is also responsible for creating the ideal environment for growth and development of technology zones in the Kingdom of Saudi Arabia, where MODON is currently overseeing two technology zones and is seeking to earmark further zones towards acquiring the latest technological investments. Private industrial cities, with the highest global standards and specifications, are under direct MODON supervision. Currently, MODON oversees six private industrial cities and is about to oversee more private industrial cities. MODON also provides several economic advantages and attracting incentives for industrial, technical, service, residential and commercial projects; as competitive annual rent of developed industrial land in some cities prices is just one riyal per square meter. Industrial investors also find attractive financing opportunities offered by government financing funds and banks to lend to industrial projects, as well as other facilities to support exports by providing export guarantee and Customs exemption for imports of raw materials and machinery.

MODON has achieved extra clear and tangible leaps in terms of gated communities and building projects, Ready-built factories being one of those, which strengthened its plans and drew strategic objectives in the implementation of projects. MODON also witnessed one of the most successful indicators of projects, initiatives, and programs.

There are more than 3290 productive factories and 6,161 industrial, service and logistics contracts in the existing industrial cities on an area of more than 182 million square meters developed by MODON until the end of 2016. Currently, the investments in the industrial cities exceed 500 billion riyals, whereas more than 387 thousand workers are employed in these industrial cities. Designs for housing complexes as well as projects and standard models of buildings for residential villas, hotel apartments, MODON schools, parks, commercial complexes, fire stations and workers housing have been completed in a number of industrial cities. MODON Oasis, a concept of specialized women-only industrial cities; have been achieved in each of Al-Ahsa, Jeddah, Al-Qassim, Al-Jouf and Yanbu industrial cities.

Many new contracts have been signed to support investors by building 'Ready-built Factories'. More land has been developed to construct warehouses, industrial incubators, complete service system and logistics facilities, as well as administrative buildings and halls, malls, roads and other utilities.

Vision

World class distinctive Industrial cities and technology zones possessing attractive environment for investment, housing and work.

Mission

To establish, develop and operate the industrial cities and technology zones in partnership with the private sector, enabling us to provide integrated services that meet the needs of investors, contribute to community development, and preserve the environment.

MODON Values

Commitment: We are committed to our responsibilities towards the nation, the investor, the community and the environment.

Creativity: We develop mechanisms and products that facilitate the investor.

Excellence: We excel in providing integrated industrial cities with value-added facilities.

Achievement: We achieve the aspirations of the investor by quality and proficiency.

Teamwork: We adopt complimentary work to overcome all the challenges and obstacles.

Quality Policy

MODON is consistently working to provide services that meet our clients' requirements and expectations, or as well exceed those. We continue our ongoing activities to develop the quality of services through programs that enable our staff to perform their tasks properly.

Modon Oases

Modon strived to benefit from the experiences of Saudi women, especially in the field of industry to eliminate unemployment and employ these energies either as workers in the field or investors and business manager who are interested in the industry and manufacturing field. As a result, the Council of the Ministers decided to allocate lands in major cities to empower women to work within residential areas and appointed MODON to establish these cities. MODON began implementing them according to the international standards and integrated infrastructure along with services and designs that meet the needs of the Saudi Woman and provide all the means to help them work and produce especially in the fields of transportation, nursing homes and institutions of training.

Modon started executing Al-Ahsa Oasis in 2013 in addition to many other oases in progress, and others that are planned to be established in each of: Jeddah, Qassim, Jouf, and Yanbu.

Modon Oasis in Qassim

Modon Oasis of Qassim is located in the southern part of Buraidah City in Qassim area on King Abdulaziz Road. The Oasis covers an area of 1,000,000 square meters approximately, and distributed as: 34% for light industries area, 4% for the logistics area, 7% for the commercial area, and 55% for the roads, services and green areas

Benefits of Investment in the Industrial Cities (Modon Oases)

Industrial land rent starting from SR. 1 per square meter.

Investment opportunities in industrial, residential, logistics, commercial, service and technology sectors.

Land possession in available cities within a short period of submission of the application electronically through Modon website.

Areas and multiple locations in all the regions of the Kingdom.

Proximity to domestic and international markets.

Integrated infrastructure and continuous development for more services (water, advanced communications network, industrial security, government services, commercial complexes, residential complexes).

Monetary funding and loans reaching 75% of the project cost.

Customs exemption for raw materials.

Customs exemption for machinery and equipment.

State's commitment to provide key services such as roads and electricity.

Services and industrial lands at discounted prices.

Possibility of investing in building typical (ready) factories and thereafter renting these out.

Investment opportunities in the development and operation of services on (PPP) system.

Knowledge Economy in the Gulf Cooperation Council GCC Countries

The World Bank Institute (WBI), 2013 identifies key pillar of a knowledge economy index, as follows: Economic Incentive based on strong economic fundamentals, it can provide all legal and political frameworks aimed at increasing productivity and growth. These policies aim at information

and communications technology (ICT) more accessible and convenient, which lead to reducing tariffs on technology products and increasing the competitiveness of SMEs.

The role of higher education to empower Saudi Business Women for adoption the industrial project investment in Modon Oasis, according to “Knowledge Economy Vision 2030”

It's one of the most important consequences of the intensive production of knowledge is the increasing social demand for institutions of higher education, so must accelerating the change in the professional path of the individual requires higher education and university institutions to provide non-traditional education in means, methods, places and content of the educational process (Al-Badri, 2009, p. 234). According to *Knowledge Economy Vision2030* agree with Khatib (2003) to use new methods and technology in education to keep an abreast of the global development of education while diversifying the levels of graduates of engineering and technical programs to ensure the provision of competencies.

This required to continue investing in education and training so that our young men and women are equipped for the jobs of the future. We want Saudi children, wherever they live, to enjoy higher quality, multi-faceted education. Also investing particularly in developing early childhood education, refining our national curriculum and training our teachers and educational leaders. Must be a focus on innovation in advanced technologies and entrepreneurship.

Knowledge Economy Vision 2030”

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“MODON” Signs a contract with Prince Sultan bin Abdul Aziz Fund for Women Development

The Director General of Saudi Industrial Property Authority “MODON”, Eng. Khalid Al Salem and the Executive President Deputy of Prince Sultan bin Abdul Aziz Fund for Women Development, Ms. Hana Al Zuhair, signs in 30 Jan “MODON” headquarters in Riyadh a contract to setting up a social-technological innovation center in Dammam 1st. Industrial City. To form an incubator environment and stimulate creative, innovative thinking and supporting the local and global economy. Through offering new and innovative products and services, and pioneer initiatives that improves the experience of client or end-user.

Eng. Al Salem said after he signed that the project comes within “MODON” initiatives to empower pioneers and women entrepreneurs in the business sector and strengthens the strategic cooperation frameworks between "MODON" and "Fund". That aimed to establishing

incubators and business accelerators which works to create new investment opportunities for the sons of this homeland. It will help them to improve and develop ideas and start setting up their own businesses. Pointing out that the center includes equipped technical laboratories with full equipment, machinery and self-manufacturing units and programs to generate ideas.

“Modon” signed a memorandum of understanding with the Social Committee for Women and Children to enable women's work in the industrial cities

The Saudi Industrial Property Authority "MODON" signed memorandum of understanding with the Social Committee for Women and Children which was presided over by Princess Fahda al-Athel, aim of strengthen their joint cooperation in raising the efficiency and participation of women in the labor market and enabling them to have decent and appropriate employment opportunities in industrial cities. Based on a productive and stimulating work environment, within the direction of the two sides to contribute and supporting non-profit community development, supporting business leaders and empowering their initiatives in community service in support of the industrial sector, to contribute to the implementation of the National Transformation Program 2020 and the realization of the Kingdom Vision 2030. The memorandum signed by the Director General of "MODON", Eng. Khalid Al Salem, and the commission's deputy head Hoda Al-Rowaished in Modon headquarters stated That "Modon" seek to create the environment and the appropriate location in one of the industrial cities to employ women and empower the work of women in the industrial sector according to the activities allowed in "Modon". Thereby supporting their social, professional and economic rehabilitation and contributing to the building of their productive capacities and skills, ensuring their independence. The memo also states that "Modon" will provide an opportunity for the Commission to provide employment services for women in the industrial city. In order to provide them with suitable employment opportunities, achieve sustainable job rotation and support women workers in factories to overcome the difficulties and challenges they may face in the workplace. In addition, "Modon" taking the communication with the relevant authorities in order to enable the Committee to activate its programs to promote women's work and empowerment and provide appropriate opportunities for their status and nature, to optimize the exploitation of women's experiences and aspects of excellence.

Literature review

The issue of opportunity has attracted researchers' attention in recent years. Researchers have spent some time discussing whether opportunity recognition is socially constructed. Social constructionist ideas are based on the notion that opportunity formation is communally constituted. Opportunity recognition is a critical issue because it is closely related to the venture creation process. In this debate, business scholars are interested in determining whether business opportunities are recognized or constructed (Vaghely & Julien, 2010). **Ahmed, Hoda & Alawady, Sally & Hmiedan, F., (2017), The impact of university education on the dissemination of the knowledge economy**, the aim of the study is to identify the concept of the knowledge economy, also shedding light on the importance of the role of universities in spreading the concept of the knowledge economy to encourage girls graduate, to be businesswomen, seek to look for an opportunity investment. The results of the study there is a relationship between the outcomes of university education and its compatibility with the knowledge economy and publish knowledge economics to encourage graduate girls to be businesswomen looking for the opportunity investment.

Ahmed, Hoda & Alawady, Sally, (2017), The Effect of Saudi Universities on the Development of the Labor Market - Case Study of the Faculty of Economics and Administration - Qassim University (Needs of Youth and Their Issues in Qassim Region). The study aims at reviewing the role- played by Saudi universities in preparing their graduates and preparing them for the job market to become businesswomen. Results of the study are obstacles that prevent them from being applied at present. The recommendations of the study re-activate the role of both the Faculty of CBE and the Government to make decisions that encourage the investments of Saudi women.

Ahmed, Hoda & Abdelnabi, Howida, (2017), The Role of Pre-University Education and Saudi Universities in Innovation and Creativity for Female Students, Case Study of Faculty of Economics and Administration - Qassim University.

The study sheds light on the role of pre-university education and Saudi universities and their developmental role in preparing graduates for the labor market. The importance of the concept of entrepreneurship and small and medium enterprises and work to raise the level of business culture of the graduate. In the aim of the study is to instill a culture of entrepreneurship, production and employment generation, and to promote the concept of transition from education to graduation and preparing graduates for the labor market. Also Create investment opportunities rather than wait for the opportunity and motivate them to be businesswomen, prepare them to manage their projects, and become products, rather than merely job seekers.

Ahmed, Hoda & Alawady, Sally & Rigmoun, Widad, (2017), The role of Saudi Universities on the improvement of higher education skills on Saudi Arabia, our main objective identify how Saudi universities can contribute through the quality of its service to decrease the problem of unemployment graduated, especially female graduated. The study recommends re-activating the role of both the college of Business and administration - Department of Female Students - in the cooperative training and the need to include in the membership of the Council of Manpower representatives of the mentioned bodies or the formation of a new body. **Ahmed, Hoda & Abdelnabi, Howida, (2016)**, Saudi women's Investments and Their Role in Sustainable Development. The study highlights Saudi women's investments and their role in sustainable development. In recent years, the issue of activating the participation of Saudi women in economic development has been prominent in the priorities of national development strategies and plans, taking some decisions that support women's entrepreneurship in Saudi Arabia and empower them economically, but they are still limited and ineffective. The study recommended: The Kingdom is clearly directed towards following all that would develop the culture of self-employment. Transforming the knowledge gained through the curricula taught to me is an economic value by instilling the entrepreneurial spirit and entrepreneurial culture of the student. Creating job opportunities for women by injecting more investments locally and establishing many productive projects.

Ahmed, Hoda & Badawi, Khalid, (2016), the role of universities in the application of total quality in reducing unemployment rates in Saudi Arabia. The study sheds light on the role of universities in the application of total quality in reducing unemployment rates and relations between institutions of higher education and the world of work, which requires the qualification of higher education students to be able to create jobs rather than just looking for work. The researchers put a set of recommendations that clarify the role of universities in the application of total quality in reducing unemployment rates by preparing students and graduates to become producers and not seeking work through holding conferences, seminars and meetings with employers and government agencies supporting projects to encourage students to work freely. **Mansour (2015)**, Entrepreneurial Readiness an Empirical Study, KFUPM Students' in this paper, university students' entrepreneurial intentions was examined. The results indicated that students at KFUPM are likely to start their own business if certain obstacles were removed and if they get enough knowledge about how to do it. The role of the university is to help more these students in this regard by restructuring the entrepreneurship education in a way that demonstrate entrepreneurship as a preferred career. **Alammari (2014)** shed light on enhancing the role of entrepreneurship and number of entrepreneurs in Saudi Arabia by nurturing entrepreneurship at early stage of life. Looking at Saudi Arabia's concerns from the angle of three determinants, namely, education, culture, and motivations, the author aims to explore which education, values, and motivation might reduce inhibitors and hence promote entrepreneurship?

Alolayan (2014) sets out to theoretically examine these assumptions by looking for the impact of social construction on opportunity recognition among female entrepreneurs in Saudi Arabia. **Danish & Smith (2012)**, Saudi female entrepreneurs have adopted a new trend in which they are increasingly venturing into small- and medium-sized business entities. This trend seems to be growing in spite of numerous challenges, both institutional and social. Danish & Smith (2012) points out that some of these challenges can be overcome through training and mentoring, provision of resources, and elimination of draconian administration. **Al Namrouti Study, (2012)**, Siam "Unemployment of graduates and the role of small enterprises in the treatment. This study aimed at finding out the reality of unemployment in the Palestinian Territory, especially among graduates, while determining the nature of the small projects available and the financial services they need. The study reached the following results: - Young people are not interested in the craft and professional work provided by small enterprises. Small enterprises are one of the solutions resulting from the government's contribution and encouragement to young people.

Ahmad (2011), study said that the country's "unclear regulatory and policy framework" greatly affects their businesses. The women added that regulatory and social interactions have traditionally been more challenging for them simply because of their gender. They said that if it were not for support from their male relatives, they would not have succeeded in going through the business registration process. Moreover, they pointed out that they normally encounter female-specific challenges simply because some requirements imposed for women are not applicable to men.

Arab Thought House, (2011) "The Role of Small Enterprises in Reducing the Problem of Unemployment in Jordan" The study was conducted by a group of Jordanian youth and projects. The study aimed to shed light on the importance of the role that small industrial projects can play in achieving balanced development in the Kingdom of Jordan, through its great ability to create jobs, which contributes to raising the standard of living of many segments of society. : Encouraging the Jordanian government and its support for small enterprises contributes to finding jobs and absorbing the increasing number of entrants to the labor market. Small enterprises are the best operators and contributors to the problem of unemployment in the countries where they are located.

Vaghely & Julien (2010), two strands of thought have emerged in relation to opportunity identification. The first one is the opportunity recognition perspective and the second one is the opportunity construction viewpoint. In the opportunity recognition perspective, most of the ideas presented have their origin in cognitive psychology. In contrast, the opportunity construction viewpoint is based on ideas sourced from developmental psychology and social constructionism.

Results of previous studies

Through the series of previous researches dealt with by the researchers in their previous research, researchers' ideas are based on opportunity recognition is a critical issue because it is closely related to the venture creation process. Which focused on education and the role of universities in promoting investment, reducing unemployment and quality of education, it stressed the need to link universities with the competent government bodies to make decisions to support and encourage students on investments and be looking for investment opportunities and not looking for work, This research confirms the effective role of the government in empowering Saudi Businesswomen to an adoption the industrial project investment in Modon Oasis.

Analytical study

Methodology

The study used the descriptive analytical approach, to measure Empower Saudi Businesswomen to an adoption the industrial project investment in Modon Oasis, Qassim, Through the use of questionnaire, analyzed by the E-view program.

That was designed to scan this role and analyze its data, to measure the awareness of women's business support and facilities provided by the management of Modon Oasis.

Study Tool

This section includes an explanation and a description of the study and investigation of its validity and consistency. It also includes an explanation of the statistical methods used in the study, we used about 110 responses includes 27 questions divided into two parts:

A: The first part of the questionnaire was designed to identify the characteristics of the sample and determine the extent of its impact on the results of the study.

B: Design of the second part of the questionnaire to include some paragraphs related to the study axes, and the questions were divided into three main axes:

- The first axis: measuring the awareness Businesswomen of the importance of Modon Oases and the facilities and incentives provided by the management of Modon Oases of the industrial Saudi women projects.

- The second axis: the problems and obstacles faced by Businesswomen projects in their (SMEs) industrial projects.

- Third axis: The actual role played by Modon Oasis to support (SMEs) Businesswomen Projects.

Content Validity

First: Face Validity: To identify the validity of the study in measuring what was put to measure was presented to (3) members of the faculty of Economics and Management - Qassim University, to know the extent of compatibility with the objectives of the study and the questions that try to answer them and in the light of their opinions It was agreed to finalize the study tool.

Second: Internal consistency: After verifying the Face Validity of the study, it was applied in the field and the calculation of the correlation coefficient for the internal truth of the questionnaire, where the correlation coefficient was calculated between the degrees of all the terms of the questionnaire.

Internal consistency for the first level: There is a relationship of statistical significance between awareness of the importance of (Modon Oases), and the facilities and incentives provided by the management of (Modon Oases) to Saudi businesswomen. Table (1) Correlation coefficients between the degrees of each of the first axis statements from the overall degree of the axis.

First Axis Phrases	Correlation Coefficient	First Axis Phrases	Correlation Coefficient
1	0.861	6	0.911
2	0.756	7	0.875
3	0.621	8	0.761
4	0.756	9	0.699
5	0.689	10	0.711

Source: Based on questionnaire, 2018.

Internal consistency for the second level: There are many problems and obstacles faced by Saudi women projects in their (SMEs) industrial projects.

Table (2) Correlation coefficients between the degrees of each of the second axis statements from the overall degree of the axis.

Second Axis Phrases	Correlation Coefficient	Second Axis Phrases	Correlation Coefficient
1	0.676	5	0.765
2	0.851	6	0.917
3	0.712	7	0.755
4	0.856	8	0.768

Source: Based on questionnaire, 2018.

Internal consistency for The Third level: There is a relationship of statistical significance between the actual role played by the industrial cities to support the small industrial enterprises of women (Modon Oases) and the participation of Saudi businesswomen in industrial projects.

Table (3) Correlation coefficients between the degrees of each of the Third axis statements from the overall degree of the axis.

Third Axis Phrases	Correlation Coefficient	Third Axis Phrases	Correlation Coefficient
1	0.621	6	0.925
2	0.875	7	0.817
3	0.761	8	0.857
4	0.875	9	0.876
5	0.761		

Source: Based on questionnaire, 2018.

It is clear from Table (1), (2), (3) that the values of the correlation coefficients between the degree of all the terms and the total score of the identification axes all take positive values, with statistical significance at a mean level (0.01), which means a high degree of internal consistency and correlation. Reflects a high degree of honesty for the scale paragraphs.

Third: Reliability: to measure the stability of the study instrument, we use the (Cronbach's alpha coefficient α), where stability is intended to give the same results if repeated use. (Wathen, 2013).

Table (4) Values of the Cronbach's alpha coefficient.

	Questionnaire axes	Number of paragraphs	Cronbach's alpha
Level 1	There is a relationship of statistical significance between awareness of the importance of (Modon Oases), and the facilities and incentives provided by the management of (Modon Oases) to Saudi businesswomen.	10	0.875
Level 2	There are many problems and obstacles faced by Saudi women projects in their (SMEs) industrial projects.	8	0.756
Level 3	There is a relationship of statistical significance between the actual role played by the industrial cities to support the SMEs industrial enterprises of women (Modon Oases) and the participation of Saudi businesswomen in industrial projects.	9	0.732
	Reliability	27	0.843

Source: Based on questionnaire, 2018.

It is clear from Table (4) that the coefficient of persistence of the α Cronbach's alpha coefficient was about 0.875, 0.756, 0.732, respectively. (0.843), all of which have high stability values, indicating that the questionnaire has a high degree of stability, and therefore can be relied upon in the field application of the study.

Statistical methods used in the study

- The first axis: awareness of Saudi businesswomen of the importance of (Modon Oases) and the size of facilities and incentives provided by the management of (Modon Oases), Ten questions were allocated to cover the issues of this axis. The results of the analysis shown in Table (5) that 76% of businesswomen agree that the development of industrial cities contributes to the growth of the industrial sector with a standard deviation of 0.65. and 71%, 66% of all Saudi businesswomen agree that Modon Oases are considered to be the most important economic factors and have the most impact on GDP within Saudi Arabia and contributes to cover the needs of the local market efficiently and effectively, with a standard deviation estimated at 0.24, 0.63 which reflects the low awareness of Saudi businesswomen of the importance of industrial cities.

As for the awareness of businesswomen about the size of the facilities and incentives provided by the city administration, the data shows that 65.2% of them are aware of the programs and activities of the management of industrial cities. This reflects the weakness or absence of the business woman's knowledge of the facilities and incentives provided by city administration, with a standard deviation of about 0.434.

Table 5: Measuring the awareness of Saudi businesswomen about the importance of Modon Oases, and the facilities and incentives provided by the administration of Modon Oases.

first axis Questions	Average	standard deviation
The development of Modon Oases recently contributed to the growth of the industrial sector.	0.76	0.65
Women's industrial on Modon Oases in Saudi Arabia to cover the needs of the local market efficiently and effectively.	0.66	0.63
Modon Oases are considered to be the most important economic factors and have the most impact on GDP within Saudi Arabia.	0.71	0.238
The awareness of businesswomen about the facilities and incentives provided by the city administration	0.65	0.434
Modon Oases Low is encouraging for investment and is applied with precision and transparency.	0.67	0.712
High cost of construction and operation (electricity, water) within The Modon Oases.	0.64	0.561
There are customs and tax exemptions provided by the Industrial Estates Administration to the investor.	0.75	0.453
The licensing procedures provided by the Modon Oases Administration are difficult and lengthy.	0.68	0.254
The Modon Oases Department is working to organize active associations that include investors in the industrial city	0.73	0.423
The efficiency of the water and electricity supply service provided by the Modon Oases is sufficient.	0.67	0.326

Source: Based on questionnaire, 2018.

The industrial cities law is encouraging for investment and is applied in a strict and transparent manner. The increase in the establishment and operating costs (electricity, water) within the cities area. There are customs and tax exemptions provided by the industrial city's management to the investor, and the licensing procedures provided by the Modon Oases Administration are difficult and lengthy. The data showed that they reached 67.8%, 64.1%, 75.2% and 68.5%, with a standard deviation of 0.712, 0.561, 0.453 and 0.254 respectively.

The data of Table 5 show that 73.2% believe that the Industrial Cities Department is working to organize active associations including industrial investors, with a standard deviation of 0.423, and 67.8% believe that the efficiency of the water and electricity supply provided by the Industrial Cities Authority, With a standard deviation of about 0.326

- The second axis: the problems and obstacles faced by businesswomen in their small industrial projects:

Eight questions were allocated to analyze the problems and obstacles faced by businesswomen in their SMEs industrial projects. Table (6) shows that the most important problems and obstacles faced by businesswomen are the complex procedures of financing, lack of experience and management, high interest rates, weak guarantees provided to banks by 81.2%, 74.5%, 72.3% and 71.8% respectively, With a standard deviation of about 0.369, 0.727, 0.892, 0.793. As for the increase in production costs, therefore the lack of competitiveness and the weak ability to provide the required financial data, it reached 66.8%, 66.4% only, reflecting a standard deviation of 0.911, 0.894.

Table 6 shows that 65.2% from Saudi Business women sees that the problems they face are lack of technical expertise with standard deviation of about 0.821, and 61% sees that the problems they face are lack of personal funds and saving with standard deviation of about 0.824.

Table 6: the problems and obstacles faced by businesswomen in their small industrial projects (Modon Oases)

Second axis Questions	Average	Sta. deviation
Complex financing procedures.	0.81	0.369
Experience and management.	0.74	0.727
High interest rates.	0.72	0.892
Weak guarantees to banks.	0.71	0.793
Increase production costs and thus reduced competitiveness.	0.66	0.911
Weak ability to provide required financial data.	0.66	0.894
Technical expertise.	0.65	0.821
Personal funds.	0.61	0.824

Source: Based on questionnaire, 2018.

- **The Third axis:** The actual role played by the industrial cities to support the SMEs Saudi women Projects (Modon Oases).

- The number of nine questions was allocated to analyze the actual role played by the industrial cities to support the SMEs Saudi women Projects (Modon Oases).

-Table 7 shows that 87.6% of the sample believes that the government provides adequate facilities for factory owners in industrial cities, To export their products to the foreign markets, with a standard deviation of 0.72, and 86.6%, 85.3% , 79.1% believe that Increasing the number of women's industrial city (Modon Oases) contributes to the creation of jobs, Modon Oases evaluate projects in all aspects to reduce investment risks and increase production , There is government funding for women's industrial cities (Modon Oases). With a standard deviation of 0.89, 0.79, 0.82.

- Also 75.6%, 73.4% of the sample believes that the (Modon Oases) play an active role in supporting SMEs industrial enterprises for women and the size of the Modon Oases helps to increase the number of Project s and workers within them, which contributes to raising the level of performance and increase productivity, with a standard deviation of 0. 91, 0.72.

-Most Saudi businesswomen see that Modon Oases do not provide sufficient data and information to the investor and does not promote or market new project ideas.

Table 7: The Actual Role of Industrial Cities (Modon Oases) in Support of SMEs women's industrial Project

Third axis Questions	Average	standard deviation
Small enterprises benefited from the geographical location of women's industrial cities (Modon Oases).	0.61	0.369
The size of the Modon Oases helps to increase the number of Project s and workers within them, which contributes to raising the level of performance and increase productivity.	0.73	0.727
Increasing the number of women's industrial city (Modon Oases) contributes to the creation of jobs.	0.86	0.892
Modon Oases evaluate projects in all aspects to reduce investment risks and increase production.	0.85	0.793
Women's Industrial Cities (Modon Oases) play an active role in supporting small industrial enterprises for women.	0.75	0.911
The Industrial Cities Department promotes and markets new project ideas.	0.55	0.821
Modon Oases provide adequate data and information to the investor.	0.61	0.894
There is government funding for women's industrial cities (Modon Oases).	0.79	0.824
The government provides adequate facilities for factory owners in the women's industrial cities (Modon Oases) to export their products to foreign markets.	0.87	0.72

Source: Based on questionnaire, 2018.

Results Analysis

The businesswomen are not aware of the role played by the industrial cities (Modon Oases), Modon Oases play an active role in supporting small industrial enterprises for businesswomen, evaluate projects in all aspects to reduce investment risks, increase production and create opportunity job.

There is the positive relationship between industrial cities and empower business women Saudi for adoption the industrial project investment in Modon Oasis, that contribute to improving incomes and have the most impact on GDP within Saudi Arabia.

There is a weakness of knowledge of businesswomen with facilities and incentives provided by Modon Oases administration.

The most important problems and obstacles faced by businesswomen are the complex procedures of financing, lack of experience, management, high interest rates, and weak guarantees provided to banks

The most important functions of Modon Oases is to provide sufficient data, information to the investor, Promoting and marketing new project ideas.

Recommendations

- Interest to raise awareness, knowledge of businesswomen facilities and incentives offered by Modon Oases administration.
- Encourage businesswomen to increasing investment in Modon Oases to create opportunity job to solve unemployed in Saudi women.
- It is necessary to provide sufficient data and information to the investor by the Modon Oases.
- Establish especial committee in Modon Oases to solve any problem facing businesswomen.
- It is necessary to promote and market the ideas of new projects by Modon Oases.

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