

The Role of the Private Sector in Community Development:

A Socio-Economic Study of the Hallabat

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Abstract

The study examines the role of the private sector in the development of the local community, particularly the Halabat region, at the social and economic levels. To achieve the study's main objective, the researcher used the social survey method to suit its subject, and was keen to select the sample of the study randomly; it was applied to a sample of (400) members of the local community, and the questionnaire was used as a main tool applied to the members of that community to collect information.

The study concluded that the arithmetic averages of the role of the private sector in creating job opportunities for young people ranged from "medium to low" where the overall average (2.45) was of average applicability and standard deviation (0.77). The averages of the role of the private sector in the empowerment of women ranged between "medium, low, and very low", where the overall average (2.28) was applied to a medium degree of application with a standard deviation (0.50), and the arithmetic averages for the role of the private sector in supporting the educational process ranged. Between "medium, low, very low" where the overall arithmetic average was (2.22) with a medium degree of application and standard deviation (0.51), and the arithmetic averages for the role of the private sector in the development of cultural and sports associations and centers ranged between "medium, low, very low" where the pain came The center of the total (2.16) and the degree of applicability of the average standard deviation of arithmetic mean (0.38).

Also, there were no statistically significant differences in the role of the private sector in the development of the community due to the variables of "sex and educational qualification", while it showed that there were differences due to the age variable for the category "50 years and over", and the social status variable for the "widower" category.

Based on the findings of the study, it recommended the need to find employment opportunities that match the potential of women to help them cope with their economic burdens, and the cooperation, coordination and partnership between the private sector and universities to support specializations related to the subject of sustainable development, and link them to the requirements of the labor market and provide loans and scholarships to students in need to encourage and motivate them.

Keywords: Private Sector, Al-Hallabat, Community, Development.

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1. Introduction

Development is the cornerstone of societies. It coordinates socially, economically, culturally and environmentally interrelated relations in order to raise the standard of living of the community, which requires careful coordination between all fields of society and its public and private sectors, according to which local development of the community is achieved.

Therefore, community development is a comprehensive process of economic, social, political and cultural emancipation, where it is impossible to achieve its goals without a conscious administration. Provided that the economic objective is linked to the social goal, the desired goal of the community development process remains to empower local communities, especially poor and marginalized communities, and to expand the scope and opportunities available to them (Budana, 2014).

Based on the importance of community development as a way to improve the conditions of local communities, many international organizations have shown interest in community development. Examples include the United Nations, UNESCO, UNICEF, the International Labor Organization and the Ford Foundation. Encouraging scientific research to address the problems and concerns of society, and contributing technical, financial and in-kind contributions to some pilot projects in some countries, in addition to allocating some grants for training and study (Al-Saleh, 2011).

Community development is a relatively modern concept that emerged in the late 19th century, meaning a social process that helps community members to be more efficient and skilled in coping with the ever-changing demands of life and to control their bad conditions. This process requires harnessing modern technologies by the government and voluntary organizations (Hoffman, 1997). (2012).

A community is defined as “a group of people residing in a specific geographic area, participating together in political, economic and social activities, forming a social unity and self-government with general values that they feel belong to and help them to interact with each other within the social network”. Arzki, 2012; and Attieh, 2016).

Douglas (2010) stated that it is a human relationship based on natural will, whose personal relationships are based on friendship and neighborliness, which in turn are through solidarity, solidarity, sunnah and religion.

The concept of community development is based on the element of popular participation, initiative, self-help and state support, as they are feasible means for the development of local communities, regardless of whether they are urban or rural. (Hassan, 2013).

The private sector is one of the main sectors that are concerned with the social and economic development of society, because of its scientific and practical potential, and because of its great role and significant importance in development in all its forms. It is not possible to achieve social and economic development without the private sector having an important role in achieving development. (Abu Skhila, 2015).

The private sector in developing countries is the pillar of the local development process, because of its great advantages such as tolerance of risk, creativity and innovation so as to ensure the society competitiveness and play a leading and effective role in all fields, which is positively influential in the process of community development, which in turn is reflected positively on state economic growth (Davies, 2011).

The private sector is one of the main drivers of development in the countries, because of its scientific and practical potential, and the extent of its impact on development in all its forms, whether economic or social development. It cannot bring development away from the participation of the private sector, the role of the private sector lies in the recruitment and utilization of competencies. In order to achieve a high standard of living, and to provide suitable job opportunities that reduce unemployment rates, it also engages public and mixed sectors and civil society institutions in achieving high levels of social or economic development (Abu Skhila, 2015).

The role of the private sector is to support the educational process in the society by meeting the needs of the private sector and the needs of individuals, providing educational and training programs that suit the skills of individuals, and increase the efficiency and productivity related to the work of individuals within educational institutions, in addition to their contribution to the achievement of development goals, and keenness. To achieve competitiveness by developing the capabilities of individuals within the educational institution, and developing their ambitions (Mazibuko, 2014).

Accordingly, the Akkad study (El Akkad, 2016) shows that the private sector is directing its efforts towards poverty alleviation, social change, improving living conditions and solving unemployment problems.

Omofonmwan and Odia (2009) said that the private sector has a very important role to play in most communities, especially in terms of its economic and local development. Economic and Social.

The results of the Davies study (2011) found that the private sector contributes to supporting philanthropic foundations by providing assistance and conducting core business activities that have a positive impact on development and in poor individuals, in addition to charitable contributions by giving or sharing experiences that

can Also play a positive strategic role in the community and bridge the gap between the expectations of this community and the actual implementation of charitable projects.

The results of the Shabbir and Mufti (2017) study also show that the role of the private sector in economic empowerment is to educate women about available jobs and to train on income-generating projects. The Mazibuko study (2014) also added that the private sector contributes positively to support education in remote areas by providing scholarships and financial assistance and establishing universities to achieve equality in education and fulfill students' needs and desires.

The above can be said that the private sector is one of the basics of achieving community development by providing a supportive and stimulating environment for the economy and demonstrating its importance in partnership with the public sector to achieve development. Innovation, creativity and innovation. In this study, the researcher will discuss the roles of the private sector in the development of the local community in the Halabat region: (creating job opportunities for youth, empowering women, supporting the educational process in the community, and the development of cultural and sports associations and centers).

2. The study Problem:

The problem of the study lies in the recent years witnessed an increase in the burdens imposed on the government sector as a result of the developments of globalization in lifestyles and resulted in a huge rise in the requirements of members of society.

So this study came looking for other sources that help this sector and reduce the burden of it through the trend towards the private sector, which is the most important sectors after the government sector, and since the researcher working in this sector for a long time in the study area and also familiar with the conditions of the study community from near, so came In order to demonstrate and show the role of the private sector in the Halabat region socially and economically in terms of creating employment opportunities for young people and support the educational process and the empowerment of women and its role in supporting youth and cultural centers and charities.

3. Study Questions:

Based on the foregoing, the present study attempts to answer a key question: What is the role of the private sector in the development of the local community of the milkfield, socially and economically?

The main question has sub-questions related to the same region, including:

1. What is the role of the private sector in creating job opportunities for young people in the milkfields?
2. What is the role of the private sector in empowering women in the milking area?

4. The importance of studying:

The importance of this study is as follows:

1. The importance of the study stems from the importance of the private sector in the development of the community. Therefore, it will be keen to highlight its social and economic role in this context.
2. The importance of the study stems from the fact that the private sector represents the second most important sector after the public sector. In recent years, the private sector has become a true participatory relationship. . The role of the private sector in supporting and reducing the burden of the public sector through its support to local communities needs to be demonstrated.
3. Researchers, decision makers and interested people in Jordan have learned the role of the private sector in the social and economic development of the local milking community.
4. The results of this study can benefit educational stakeholders in Jordan by proposing possible solutions to these challenges based on the findings of the study.

5. Objectives of the study:

This study aims to set the following objectives:

1. Identify the role of the private sector in creating job opportunities for young people in the Halabat region.
2. Know the role of the private sector in the empowerment of women in the milking area.

6. The limits of the study:

- The human border: represented by the local community in the area of Al Halabat and its environs.
- Time limit: the study will be conducted in the first semester of the academic year December 2018 to May 2019.

7. Terminology of study:

The study included several terms, which were adopted as follows:

- Private Sector: AbuKhaileh (2015) defines the private sector as: "That part of the economy owned by the business sector, businessmen and venture capitalists whose main objective is to maximize its profit, and it is under the supervision and control of the public sector, which is working to regulate its work; Possible for the community." The study defines the private sector procedurally as: the economy of a privately owned state, which consists of private institutions and companies not owned by the government, and the capital is subject to employers within the target area.

- Development: Thankachan (2015) defines development as: a number of diverse approaches and efforts that optimize the use of material and human resources that bring about radical changes in patterns of social behavior for social well-being.

- Community: As Saleh (2011) defined him as: "A relatively fixed group of people occupying a particular spatial spot, interacting with each other through a range of formal and irregular roles, and feeling united with the group." The study defines the development of the local community as: - Achieving the social suitability of the members of the community in the Halabat region, so as to meet the social, psychological, economic and recreational needs of the community and to reach its members to a high standard of living, and finding the appropriate solutions that the state is unable to achieve.

- Al-Hallabat: a residential area located in the brigade of the Kasbah al-Zarqa, and follows the district of Dhilail, which includes seven areas, and there are many industrial facilities that constitute an important tributary to support the national economy, most notably the white cement factory, poultry slaughterhouses, chemical plants, iron factories, dairy factories, juices and stone and marble saws Stone quarries, crushers, water plant and industrial complex, as well as many cattle, livestock and poultry farms. As well as its water importance, it is an important source of groundwater.

8. Previous studies

The researcher looked at several previous studies that are relevant to the subject of the study, in order to give a full background to them, and to take advantage of the topics raised by the researchers in their studies to form some premises that can be built upon. Some of the studies presented in chronological order from oldest to newest are:

1. The Merhi Study (2017), entitled "Partnership between Local Authorities and the Private Sector and Their Role in the Development of the Local Economy in Palestine", aimed at identifying the role of partnership between local authorities and the private sector in the development of the local economy in Palestine. In order to achieve its objectives, the researcher used the descriptive analytical method. The study population represented (124) local authorities in the West Bank, including all municipalities, of which (54) areas were selected representing all municipalities in the north of the West Bank. 83%). In order to collect the initial data, the researcher used the questionnaire as a main tool, designed specifically for this purpose, and then completed the questionnaire and analyzed it using the statistical analysis program in social sciences. The results showed that the most important of these projects are limited to projects related to infrastructure and tourism projects, and the results of the study showed the existence of a broad awareness and informed awareness towards partnership among officials of local authorities. The study revealed challenges and difficulties, including: the absence of a culture of partnership, and the lack of private sector perception of investment opportunities in local authorities.

The study recommended the need to include a special unit to activate the partnership with the private sector in the structure of the local authority, whose main task is to seek partnerships with the private sector.

2. The Dhome and Abu Rzeiza study (2017), entitled “Civil society and its role in the local development process”, which concluded with a number of important results that reflect the role of civil society in the local development process. First of all, civil society should have a role in the local development process; Where the process of real development occurs in partnership between government institutions on the one hand and institutions of civil society and the private sector on the other hand, and secondly that countries that do not provide the legal and political environments for the work of civil society institutions properly work to identify a party to the development process, and In addition, societal awareness is one of the most important foundations that increase the capacity of institutions in civil society in terms of providing services and participation in the development process. The financing of civil society organizations is the main party controlling the effectiveness of civil society organizations. The study included several recommendations, the most important of which is the adoption of civil society organizations in partnership with the local administration in planning, implementation and evaluation, and the recognition of the role of these development organizations.

3. Shubair and Mufti Study (2017), entitled “The Role of NGOs in Empowering Palestinian Women (A Study on Empowerment Programs in Aisha Association for the Protection of Women and Children)”, aimed at identifying the role of NGOs in the empowerment of women This study is one of the descriptive studies that used the comprehensive social survey methodology through a questionnaire applied to the women beneficiaries of the (57) women beneficiaries of the Aisha Association for the Protection of Women and Children in Gaza. The economic empowerment consists in raising the awareness of women about the available job opportunities and training in income-generating projects. The study found that there are many constraints related to women, workers and the community that limit the role of organizations, and recommended that NGOs work on a variety of ways and means to empower women. , Focus on training courses and small enterprises, increasing their capacity of physical, financial and technical, with increasing numbers of workers in the field of empowerment and development of the professional level.

4. Hossain and Khatun (2017), “Empowering Women Through NGOs: A Socio-Economic Assessment of Rural Areas in Rangpur”, aimed at reviewing the role of NGOs in the economic and political empowerment of women, using a quantitative approach The questionnaire was also used as a tool to collect information, and its sample consisted of 282 people in 4 villages in Rangpur. The NGO works to empower women in rural areas of Rangpur by offering a microcredit and training program. NGOs work as a catalyst to empower women from various socio-economic aspects and support women to be leaders in various areas of business and financially independent. They are able to control their own resources and participate in the decision-making process, as well as through a training program. Rural women in Rangpur have become more concerned about their self-esteem, self-sufficiency, gender equality, participation in the voting process, and political participation.

5. The Akkad Study (El Akkad, 2016), entitled “A Case Study on the Role of NGOs in Poverty Reduction and Social Climate Change in Egypt”, aimed at identifying the role of NGOs as leading transformational organizations that are vital in meeting the needs of society. In Egypt. The study was conducted using a qualitative methodology. The interview was an information gathering tool with a focus on the AYB-SD Association Case Study on Sustainable Development (AYB-SD). The sample consisted of 10 NGO beneficiaries. The study found that Egyptian NGOs are directing their efforts towards alleviating poverty, social change, improving living conditions and solving unemployment problems in the Old Cairo area.

6. Bin Jumaan study (2015), entitled: The role of civil society organizations in the development of local communities - a field survey on a sample of civil society organizations (development) in the province of Hadramout ", and aimed to investigate the role of civil society organizations in the development of local communities, and identify The current situation of these NGOs and their strengths and weaknesses to highlight their role in society, and the interventions necessary to revitalize the role of these organizations and associations, and used in this study the method of social survey sample, and was based on direct observation, questionnaire and personal interviews, and the sample consisted of (7) 'Organizations, associations and institutions of civil society, and the results highlighted a gap between some associations and civil society, and that there are associations and organizations established primarily for specific purposes to meet the specific development programs.

7. The Mazibuko Study (2014), entitled “The Role of NGOs (Private) in Educational Development in Developing Countries: The Experience of South Africa”, aimed at identifying the role of NGOs (Private) in

educational development and used the historical methodology to collect Non-governmental organizations contribute positively to support education in South Africa by providing scholarships in science, engineering and technology, as well as financial assistance, establishing universities to achieve equality in education, combating black and white racism and fulfilling the needs of students. Their forests.

8. Gormo (2013), “The Role of NGOs in Basic Education in the Far North of Cameroon (1990-2012)”, aimed at assessing the contribution of NGOs to the basic education sector in the Far North of Cameroon. Quantitative and qualitative data were collected using the questionnaire and interviews, and concluded that the educational sector is facing many problems due to lack of infrastructure and lack of qualified teaching staff, and because of economic crises, successive governments of Cameroon since 1990 have not been able to fix the problems in this sector. Organizations non-governmental (private) to support the government that do not have adequate resources to meet the education requirements of the population; where their policy is based on the promotion of education, and enhance the skills of staff education and abilities, and raise the level of awareness of parents of school education, especially for females, and to provide material support and infrastructure for education.

9. Comment on previous studies:

Reviewing previous studies, conducted from 2008-2017, we have examined the role of the private sector in community development, women's empowerment, youth employment, support to the educational process in the community, and the development of the private sector. Societies and cultural and sports centers, so that some of them; ie previous studies, focused on axes and not others, and thus different from the current study, which examined those axes combined. Previous studies have benefited from the current study in writing the theoretical framework and formulating objectives and questions, meeting with them in the nature of their subject and method;

What distinguishes the current study from previous studies:

1. Developing the theoretical framework related to the role of the private sector in the development of the local community: a socio-economic study of the Hallabat area, as a subject that has not been discussed before, has been added to the knowledge library.
2. There has never been a study on the role of the private sector in community development: a socio-economic study of the Hallabat area.
3. The size of the study sample differed from the previous studies and the selected axes of the study and their time period.

10. Study Approach:

To achieve the objectives of the study and answer its questions, the researcher used the social survey method, which is one of the most suitable research methods for it, because it relies on describing the real reality of the studied phenomenon, and then analyzing the results and building conclusions in the light of the current reality.

10.1 Study population:

The study population consisted of all members of the Al-Hallabat community, who numbered approximately (20,000)

10.2 The study sample:

The sample of the study was randomly selected for more than 400 members of the local community of Al-Hallabat (Al-Zulail) who were applied to the study.

Table 1: Characteristics of the study sample.

Variable	Categories	Repetition	Percentage
Gender	Male	256	64%
	Female	144	36%
	Total	400	100%
Age	20-30 years	60	15%
	From 30-40 years	144	36%
	From 40-50 years	112	28%
	50 years and over	84	21%
	Total	400	100%
Qualification	High School	58	14.5%
	diploma	107	26.8%
	BA	207	51.7%
	Postgraduate	28	7%
	Total	400	100%
Social status	Unmarried	126	31.5%
	Married	208	52%
	absolute	28	7%
	Separated	22	5.5%
	Widowed	16	4%
	Total	400	100%

10.3 Measuring the stability of the study instrument:

To determine the reliability of the study instrument (Cronbachs Alpha), the equation was used on the questionnaires of the study sample to confirm the stability of its tool. The following table shows the stability factors of the study tool.

Table 2: Alpha-Cronbach coefficient to measure the stability of the study instrument.

Dimensions	Number of paragraphs	Cronbach Alpha
The role of the private sector in creating job opportunities for youth	10	%79
The role of the private sector in empowering women	11	%84

The table above shows that the value of Kronbach Alpha is high according to Table (2), which reached (82%), which is suitable for scientific research purposes.

10.4 Study Procedures:

After confirming the validity of the study tool, testing its stability and identifying the sample randomly, an official approval was obtained from the University of Jordan to facilitate its task. The questionnaire was distributed as follows:

1. The questionnaire was distributed to the study sample and retrieved, where (500) questionnaires were distributed, (10) were retrieved, and (50) were excluded, either because of the incomplete answer or the incomplete data related to the respondent. Valid for statistical analysis which formed the study sample.
2. The researcher unloaded the responses and the number of (400) questionnaire, and extract the results using the analysis program (SPSS) for statistical treatments.
3. The level of the answer for each paragraph was scored according to the Likert five-point scale, and was defined by five levels as follows: very large and gives (5) degrees, and large and gives (4) degrees, medium and (3) degrees, and a few and (2) degrees, And rare and gives (1) one degree,
4. Then the researcher interpreted the results and commented on them, and then draw conclusions and recommendations from them.

10.5 Presentation, interpretation and analysis of study results

The researcher presented the results of the study and interpreted and analyzed. Here's a breakdown:

Results of the answer to the first question, which stated: "What is the role of the private sector in creating job opportunities for youth?"

Arithmetic averages and standard deviations were found for the role of the private sector in creating job opportunities for young people, as described below.

Table 3: Arithmetic averages and standard deviations of the dimension of the role of the private sector in creating job opportunities for youth.

Paragraph number	Paragraphs	Mean	Standard deviation	Order of importance of the paragraph	Degree of applicability of
3	The private sector is conducting training courses to develop labor skills	2.72	1.28	1	Medium
2	The private sector contributes to the creation of small and medium enterprises to create new jobs for young people	2.61	1.09	2	Medium
9	The private sector provides a symbolic interest national lending fund to encourage young people to set up small private enterprises that secure their future	2.60	1.24	3	Medium
6	The private sector obliges any community (city, village, camp) to appoint a number of youth	2.56	1.14	4	Low
7	The private sector provides field training to improve the skills of young people and their future involvement in the labor market	2.51	1.25	5	Low
8	The private sector raises the minimum wage to meet the high cost of living and requires all sectors to comply with it.	2.44	1.13	6	Low
10	The private sector offers financial incentives to guide young people to vocational training to hire them with attractive salaries.	2.41	1.05	7	Low
5	The private sector provides a conducive climate for investment and new employment opportunities for young people	2.41	1.19	8	Low
4	The private sector adopts advanced training and rehabilitation programs that contribute to youth empowerment	2.17	1.19	9	Low
1	The private sector works to educate young people about labor market needs and priorities	2.08	1.19	10	Low
	Performance as a whole	2.45	0.77	10	Low

The above table shows that the averages ranged between (medium, low) within the dimension of the role of the private sector in finding jobs for young people according to the answers of the respondents of the study sample, where the total arithmetic average (2.45) degree of application of the average standard deviation (0.77), while in As for the paragraphs of the study, the first came paragraph (3), which states that "the private sector is holding training courses to develop the skills of the labor force", with an arithmetic average (2.72) with a medium degree

of applicability, and paragraph (2), which states: • Contribute to the establishment of small and medium enterprises to create new job opportunities for young people Paragraph (4), which states that "the private sector adopts advanced training and qualification programs that contribute to the empowerment of youth", came second to the last with a mathematical average (2.17) with a low degree of applicability. Lastly, paragraph (1), which states that "the private sector works to educate young people about the needs and priorities of the labor market" comes with an average of 2.08 with a low degree of applicability.

The researcher attributes this result to the fact that the Hallabat Palace is a remote area; it is less attractive to the labor force because of its distance from services and transport, as well as the orientation of many young people to work in the government sector, the absence of partnership between the private sector and institutions interested in training and education, and the lack of infrastructure and material resources. The private sector needs help in light of the poor conditions in Jordanian society. This finding is consistent with the findings of the Khaled Salem Mousa Al-Zabadneh (2012) study, which confirmed that the role of social institutions in reducing poverty in Mafraq governorate was average, as well as with the Hayek study (2015), which confirmed that the role of small enterprises in reducing poverty and unemployment. At the intermediate level, and also with the Abu Nahla study (Abu Nahla, 2008), which showed that although NGOs have a position to support entrepreneurs and create sustainable jobs, this position has not contributed to the provision of appropriate service for them; Temporary due to poor conditions. However, this finding is inconsistent with the findings of the Zagadi Fateh (2015) study, which demonstrated the private sector's contribution to local development in an economically and socially acceptable manner, in particular by providing financial resources related to taxation and the agricultural aspect, in addition to providing jobs and providing citizens with many products and services.

As for the paragraphs of the study, first came paragraph (3), which states that "the private sector is holding training courses to develop the skills of the labor force", with an arithmetic average (2.72) with medium applicability. The researcher attributes this result to the importance of developing workers and developing their skills in different fields and gaining the necessary expertise to deal with modern techniques related to work skills; this contributes to building an integrated building balanced and provides him with the knowledge and skills that help him to participate effectively in the development process and qualify him to compete on all The private sector is responsible for creating safe working environments that provide workers in different professions with job stability and financial returns that are consistent with the tasks assigned to them, as well as their job growth. During the development of their skills and develop continuously. This finding is consistent with the findings of the Sama and Jarvela study (2008), which confirmed that NGOs are working to provide job opportunities for the unemployed, improving the skills and development of their staff, and collaborating with other actors working towards this. .

Lastly, paragraph (1), which states that "the private sector works to educate young people about the needs and priorities of the labor market", comes with an arithmetic average (2.08) of low applicability. This result is explained by the weak relationship between universities and the private sector, which is reflected in the ability of universities to find local capacities capable of meeting the requirements of the labor market, as well as the lack of coordination and cooperation between university education policies and economic development plans, and the mismatch between the disciplines studied by students at the university with the available jobs In the labor market, this result is due to the fact that training programs offered by the private sector may be outdated and not related to labor market needs and demand-driven training. This finding was inconsistent with the results of the studies of Merhi (2017), Dhoun and Aborziza (2017), Al-Akkad (El Akkad, 2016), and Zghadi Fateh (2015).

Results of the answer to the second question, which stated: "What is the role of the private sector in the empowerment of women?"

Arithmetic averages and standard deviations for the role of the private sector in the empowerment of women have been found, as described below.

Table 4: Arithmetic averages and standard deviations of the role of the private sector in women's empowerment.

Paragraph number	Paragraphs	Mean	Standard deviation	Order of importance of the paragraph	Degree of applicability
9	The private sector trains women on projects that contribute to their income	2.67	1.07	1	Medium
8	Private sector employment opportunities commensurate with the capabilities of women	2.57	1.08	2	Medium
1	The private sector held training courses to develop women's skills in order to obtain employment opportunities	2.52	1.03	3	Low
10	The private sector works to make women aware of the importance of their economic role as partners with men	2.49	1.00	4	Low
6	The private sector works to educate women about the employment opportunities available in society	2.45	1.11	5	Low
11	The private sector gives women the power to make economic decisions within their families, communities and economies	2.34	.98	6	Low
7	The private sector provides women with expertise on the labor market	2.33	1.02	7	Low
2	The private sector provides legal protection and women-friendly work environments, such as providing appropriate incubators to enable women to reconcile their responsibilities in the family and work	2.23	.95	8	Low
4	The private sector provides microfinance loans to women heads of households, with nominal interest	2.22	.83	9	Low
5	The private sector helps women market their household products	1.74	.94	10	very low
3	The private sector is working to raise the value of the pension for breadwinners	1.54	.81	11	very low
	Performance as a whole	2.28	.50	11	Medium

The above table shows that the arithmetic averages ranged between (medium, low and very low) within the dimension of the role of the private sector in empowering women according to the respondents of the study sample; the total arithmetic average (2.28) was applied with a mean of standard deviation (0.50). With regard to the paragraphs of the study came first paragraph (9), which states that "the private sector training women on projects that contribute to increase their material income" with an average of (2.67) with a medium degree of applicability, and paragraph (8) which states The private sector finds employment opportunities commensurate with the capabilities of women Paragraph (5), which states that "the private sector helps women in marketing

their household products" came in the penultimate rank with an average of (1.74) with very low applicability, while the last rank was Paragraph (3), which states that "the private sector shall raise the value of the pension for breadwinners" at an average of (1.54) with a very low applicability.

The researcher attributes this result to the fact that the geographic location of the minors may not encourage the work of women and help to empower them because of their distance from services; it is a remote area, nor does it see that the poor economic conditions in Jordanian society necessitate relying on women's work as a source of household income. The male view is so prevalent that the man is responsible for meeting his needs. This result can also be attributed to the lack of support services for women, such as incubators and kindergartens, which limits their participation in the labor market, as well as the lack of financial resources to enable them, and the lack of development of private sector institutions programs that meet the requirements of that empowerment, as well as the lack of conviction of private sector institutions in their role in the society. This may be due to the private sector's dependence on volunteers in the field of women's empowerment and lack of experience and knowledge to enable them in various fields. This finding is inconsistent with the findings of Hussein and Khatun's study (Hossain and Khatun., 2017) which revealed that the NGO is working to empower women in rural areas of Rangpur by providing a microcredit and training program, and NGOs work as a catalyst. To empower women from various socio-economic aspects and support women to be leaders in various fields of business, financially independent and able to control their own resources. It also disagreed with the Srivastava and Austin study (2011), which noted that NGOs played a key role in empowering women by promoting democracy and promoting sustainable socio-economic development through microenterprise, humanitarian assistance, and access to opportunities. Education, job opportunities, combating persecution and exploitation, and gender equality.

As for the paragraphs of the study, the first came paragraph (9), which provides for "training women in projects that contribute to increase their income," with an average of (2.67) with a medium degree of applicability. The researcher returns this result to the desire of women to rely on themselves and their desire to build society by contributing in the areas of productive work; such projects contribute in one way or another to enable women to perform their reproductive and productive roles away from the authoritarian domination of the employer.

This can also be attributed to the fact that these projects contribute to the self-reliance of women to meet their needs and demands; they no longer need dependents to provide for their economic needs. Her personal freedom is achieved through the abolition of man's economic control. This finding is consistent with the findings of the Shabir and Mufti (2017) study in that the role of organizations in economic empowerment is to educate women about available employment and training on income-generating projects, as well as with Oyelude and Bamigbola (2013), which confirmed that NGOs It contributes positively to the education of women and to creating awareness among themselves of their potential to do better, empowering them and defending their rights and themselves anywhere.

Paragraph (3), which states that "the private sector is working to raise the value of the pension provided to female heads of household" was ranked last with an average of 1.54 with a very low applicability. The researcher attributes this result to the weak potential of the private sector because it is a non-governmental organization that relies mainly on donations and projects. This finding is inconsistent with the findings of the Shabir and Mufti (2017) study, which confirmed that NGOs in empowering women focus on training courses and microenterprises, increasing their financial, financial, and technical capacities, while increasing the number of workers in their empowerment and career development.

11. Recommendations

In the light of the conclusions, the study recommends the following:

1. The private sector should work to create job opportunities that are compatible with the potential of women to help them cope with their economic burdens, through the submission of plans and projects and contracting with the local authorities responsible for financing projects that generate financial profit, or training them on small projects that contribute to their economic empowerment.
2. Cooperation, coordination and partnership between the private sector and universities to support specializations related to the subject of sustainable development, linking them to the requirements of the labor market, and providing loans and scholarships to students in need to encourage and motivate them.

3. Coordinating with the government and private sector organizations to face the challenges and obstacles facing them, both internal and external, with a view to promoting economic development.
4. Involving the private sector in supporting cultural and sports centers.

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