



Entrepreneurial Characteristics' Influence on Sales Growth for Women-Led SMEs in the Context of the Gaza War: The Moderating Role of Business Intelligence

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Abstract:

This study aims to explore the impact of entrepreneurial characteristics on sales growth among female small business owners in the context of the Gaza conflict. An Analytical Model was used to examine the relationship between entrepreneurial traits such as innovation, leadership, and the ability to face challenges, and the increase in revenues and profitability through a distributed questionnaire and its measured results. The study's findings indicate that entrepreneurial traits play an important role in enhancing sales growth, as data showed that innovation and leadership are positively associated with increased revenues. However, business intelligence did not significantly impact sales growth, suggesting that other factors may be more influential in this context. The study recommends supporting entrepreneurial skill development programs for Palestinian businesswomen and promoting an entrepreneurial culture in Palestinian society. The originality of this research lies in its focus on exploring the impact of entrepreneurial characteristics on sales growth specifically among female small business owners in the unique context of the Gaza conflict. While much of the existing literature focuses on general factors affecting small business growth, this study sheds light on how traits such as innovation, leadership, and the ability to face challenges specifically contribute to the success of women-led small businesses in a region marked by conflict and economic instability.

Keywords: *Entrepreneurial Traits; Sales; Small Businesses; Innovation; Leadership; Revenues.*

تأثير السمات الريادية على نمو المبيعات في الشركات الصغيرة والمتوسطة التي تقودها النساء في سياق حرب غزة: الدور المعتدل للاستخبارات التجارية

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ملخص:

تهدف هذه الدراسة إلى استكشاف تأثير الخصائص الريادية على نمو المبيعات لدى مالكات الشركات الصغيرة في سياق صراع غزة. تم استخدام نموذج تحليلي لفحص العلاقة بين السمات الريادية مثل الابتكار، القيادة، والقدرة على مواجهة التحديات، وزيادة الإيرادات والربحية من خلال استبيان موزع ونتائجه المقاسة. تشير نتائج الدراسة إلى أن السمات الريادية تلعب دوراً مهماً في تعزيز نمو المبيعات، حيث أظهرت البيانات أن الابتكار والقيادة مرتبطان بشكل إيجابي بزيادة الإيرادات. ومع ذلك، لم يكن للاستخبارات التجارية تأثير كبير على نمو المبيعات، مما يشير إلى أن عوامل أخرى قد تكون أكثر تأثيراً في هذا السياق. توصي الدراسة بدعم برامج تطوير المهارات الريادية للنساء الفلسطينيات وتعزيز ثقافة ريادة الأعمال في المجتمع الفلسطيني. تتمثل أصالة هذا البحث في تركيزه على استكشاف تأثير الخصائص الريادية على نمو المبيعات بشكل خاص لدى مالكات الشركات الصغيرة في السياق الفريد لصراع غزة. بينما تركز معظم الأدبيات الحالية على العوامل العامة التي تؤثر في نمو الشركات الصغيرة، فإن هذه الدراسة تسلط الضوء على كيفية مساهمة السمات مثل الابتكار، القيادة، والقدرة على مواجهة التحديات في نجاح الشركات الصغيرة التي تقودها النساء في منطقة تعاني من النزاع وعدم الاستقرار الاقتصادي.

الكلمات المفتاحية: السمات الريادية؛ المبيعات؛ الشركات الصغيرة؛ الابتكار؛ القيادة؛ الإيرادات.

1. Introduction

Small businesses in Palestine face numerous challenges related to damaged infrastructure, difficult economic conditions, and ongoing political and security tensions. As a result of these circumstances, small businesses are highly vulnerable to loss and closure (Mesmeh, 2020). According to data from the Palestinian Central Bureau of Statistics, small businesses in Palestine comprise approximately 90% of economic enterprises, making them the backbone of the Palestinian economy (Aljazeera Net, 2024). Palestinian businesswomen own and manage 19% of these small businesses (Palestinian Monetary Authority (PMA), 2024), highlighting the significant role women play in boosting the Palestinian economy, developing small businesses, and improving the economic conditions for themselves and their communities.

The Gaza War, which erupted on October 7th in the Gaza Strip, resulted in significant disruption to the already strained Palestinian economy. This was exacerbated by the withholding of clearance funds due to the Palestinian Authority by Israel and Israel's stringent policies towards Palestinians and their economic interests (Palestinian News & Information Agency (WAFA), 2024). This situation led to a decline in Palestine's GDP by an estimated 6.2% in 2023, according to sources (Palestinian Monetary Authority (PMA), 2024). The war had a severe negative impact on the performance and sustainability of small businesses. Many of these businesses were forced to close, and others had to significantly reduce their commercial and production activities, resulting in the layoff of many employees due to their inability to meet financial obligations amid the marked decline in sales volume because of the war on Gaza compared to the sales volume before the war. Furthermore, it was found that businesses run by women were significantly affected by this war, leading to the closure of a large number of them, according to statistics and sources (Palestinian News & Information Agency (WAFA), 2024).

The study seeks to answer its main question: What is the role of entrepreneurial traits of female small business owners in enhancing sales growth in the context of the Gaza War, considering the moderating role of business intelligence?

The main question is divided into the following sub-questions:

1. What is the impact of entrepreneurial traits (product focus, dealing with challenges, perseverance, and business passion) on sales growth?
2. What is the impact of business intelligence on sales growth?
3. What is the impact of entrepreneurial traits on sales growth with business intelligence as a moderating variable?

This research seeks to explore the impact of the entrepreneurial traits of businesswomen and female small business owners in Palestine on maintaining high sales levels in their businesses amidst the economic and political challenges resulting from the war in Gaza. Additionally, we focus on analyzing these women's distinctive entrepreneurial traits and their influence on their decisions in facing the increasing challenges to business continuity and achieving financial returns. Finally, our research aims to highlight the role that business intelligence plays in enhancing the continuity and development of these businesses, with the goal of understanding the effect that business intelligence adds to the relationship between entrepreneurial traits and sales growth in the context of the Gaza war.

The study seeks to achieve the following objectives:

1. To identify the impact of entrepreneurial traits (product focus, dealing with challenges, perseverance, and business passion) on sales growth.
2. To identify the impact of business intelligence on sales growth.

3. To identify the impact of entrepreneurial traits on sales growth with business intelligence as a moderating variable.

1.6 Hypotheses

Based on the theoretical framework and relevant previous literature, the following hypotheses are proposed:

H1: Entrepreneurial traits positively affect sales growth.

H2: Business intelligence positively affects sales growth.

H3: Entrepreneurial traits affect sales growth with business intelligence as a moderating variable.

1.7 Study Model

Regarding business intelligence, its role as a moderating factor is considered in this study. Although business intelligence may play an important role in improving project management and consequently increasing sales, the challenging economic and political environment in the context of the Gaza War may reduce the effectiveness of business intelligence. Therefore, it can have a moderating role in enhancing sales growth alongside the other entrepreneurial factors studied in this research. Hence, the following is hypothesized:

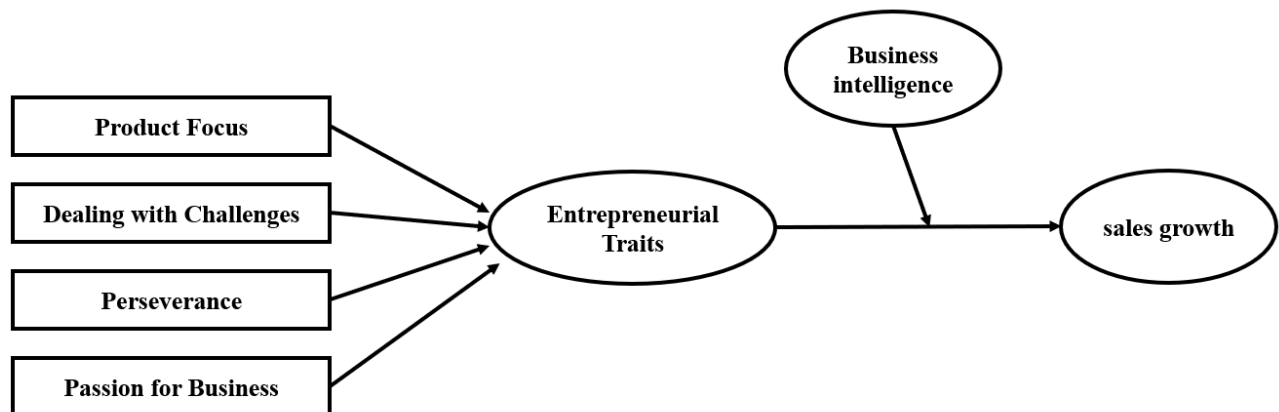


Figure 1: Study Model

1.8 Research Variables

- **Independent Variable:** Entrepreneurial traits (product focus, dealing with challenges, perseverance, and business passion).
- **Dependent Variable:** Sales growth.
- **Moderating Variable:** Business intelligence.

1.9 Scope of the Study

- **Spatial Scope:** The study focused on small businesses led by women in the Gaza Strip, Bethlehem, Hebron, and Ramallah.
- **Temporal Scope:** The study was conducted in the period following the October 7th war on the Gaza Strip, a period during which women's small businesses were affected.
- **Subject Scope:** The study addressed an important topic, which is the impact of entrepreneurial traits on increasing sales revenue for small businesses led by women in the context of the Gaza war.

2.Theoretical Framework:

2.1 Reality of Women-led Small Businesses

Women-led small businesses in developing countries are crucial for economic and social development, as they contribute to improving household livelihoods and providing employment

opportunities, especially in the face of challenging economic conditions in these countries (King et al., 2012). Studies show that small and medium-sized enterprises (SMEs) globally provide more than two-thirds of jobs and account for half of the gross domestic product. However, these businesses face significant challenges, including difficulty in accessing finance, technical support, and marketing, which limits their growth and sustainability in Palestine (Hasna, 2020).

Women-led small businesses are an integral part of the economic fabric and play a significant role in enhancing the local economy and achieving financial independence for women. Statistics indicate that a significant percentage of women in Palestine operate their own businesses, indicating the positive role of Palestinian women in the economy. Nevertheless, small businesses in Palestine face various challenges, including economic and political constraints, siege, and recurrent attacks, which negatively affect the business environment and hinder growth opportunities (Najjar, 2024).

The available opportunities for small businesses in Palestine include support from local and international institutions through business development programs, financing, and training. External markets also present an opportunity to market Palestinian products, thereby improving income and creating new job opportunities. However, challenges persist, including the need for advanced infrastructure, enabling national policies for entrepreneurs, and international protection for women's projects from violations and destruction (Ministry of Labor Palestine, 2023).

In conclusion, women-led small businesses in developing countries and specifically in Palestine serve as engines for positive change and sustainable development. However, they require continuous support and a conducive business environment to realize their full potential.

2.2 Entrepreneurial Traits and Their Relationship with Performance Improvement in Small Businesses

Among these traits are

- 1. Business Passion:** Passion in entrepreneurial women in their projects means the ability for continuous creativity and innovation, the capability to solve problems, difficulties, and challenges, and a strong desire to achieve goals. Passion contributes to the stability of women-led projects, providing them with opportunities to control their resources, expand their options, and increase their ability to make decisions in work, production, and marketing. The passion of women is essential for the stability of projects and expanding their options, as it grants them the ability to make strategic decisions in work, production, and marketing, in addition to continuous creativity, problem-solving, and facing challenges with a strong desire to achieve goals (Karaja, 2022).
- 2. Product and Customer Focus / Product Quality and Service Quality:** The female project owner focuses on the product and customers by working to meet the needs of clients, develop products, and fulfill customer desires through feasibility studies. They analyze the market and understand customer trends to continuously design and improve their products and projects. Moreover, they use marketing and promotional strategies to reach customers and build strong relationships with them. The focus of the female project owner on product quality and customer satisfaction reflects her commitment to meeting the real needs and desires of customers. By studying the market and understanding customer trends, they ensure the continuous design of products that meet those needs. Through deliberate marketing and promotional strategies, they seek to build strong and sustainable relationships with customers, enhancing their position in the market and contributing to the increasing success of their project (Carter, 2024).
- 3. Perseverance Despite Failure:** When female entrepreneurs face obstacles and challenges, they remain determined to continue working hard and strive to achieve their goals. They learn from

failure and use it as an opportunity for growth and improvement, demonstrating strength and resilience in the face of challenges. They persist in seeking success despite the difficulty and frustration of failure. Perseverance means staying the course with determination, even in the face of tough challenges. Failed attempts are considered opportunities for learning and improvement, providing a chance to gain experience and develop skills. By leveraging the lessons learned from failure, individuals can enhance their personal strength and improve their performance in the future, thereby increasing the chances of success in subsequent endeavors (Wamda, 2019).

4. **Business Intelligence:** It is considered fundamental for the success and sustainability of a project led by women. The self-reliance and acquired capabilities of female entrepreneurs are leadership skills that shine in marketing intelligence for differentiation and communication with ideas. This includes the ability to make smart and strategic decisions in her project and turn ideas into tangible reality. Women possess strong communication skills, which help in building important relationships with customers, partners, and their team. This requires the ability to achieve results accurately. Additionally, women have a natural ability to enhance social interaction and build strong relationships, contributing to the establishment of a strong support network that supports them in their entrepreneurial journey. Thanks to their orientation towards innovation and effective listening to market needs, women become capable of developing innovative products and services that meet customer expectations and excel in the market through their distinctiveness.

2.3 Previous Case Studies:

The literature on women entrepreneurship and innovation performance reveals a complex interplay of factors influencing the success of female-led enterprises across diverse socio-economic contexts. Earlier research highlights the importance of entrepreneurial orientation for the success of small and medium enterprises (SMEs). For instance, a study in Algeria (Messikh, 2017) found a positive relationship between entrepreneurial orientation and SME success, emphasizing the critical roles of creativity and proactiveness in fostering competitiveness and sustainability. However, structural barriers such as limited collaboration between entrepreneurs and policymakers hinder growth, suggesting the need for policy reform and enhanced institutional support. In Palestine, similar challenges were identified, with occupation policies, inadequate governmental support, and limited access to financing stifling entrepreneurship (Mansour & Abdel Jawad, 2018). The traditional education system and societal norms further restricted women's entrepreneurial participation, pointing to the importance of amending legislative frameworks and fostering a more supportive entrepreneurial culture.

Expanding on the theme of external influences, research from Jordan and Malaysia underscores the importance of entrepreneurship in driving national economic growth (Nama & Alward, 2020). Technological advancements and competitive pressures are recognized as integral to the success of women-led SMEs, enhancing profitability, expanding market share, and promoting innovation. Concurrently, evidence from Kenya demonstrates the significance of strategic capabilities in driving performance in women-owned enterprises, particularly through the development of technological capabilities (Kimosop et al., 2016). However, demographic characteristics, such as age, moderated these effects, negatively influencing firm performance. These findings emphasize the need for tailored capacity-building programs that consider the unique profiles of women entrepreneurs.

Research in Kosovo and Congo continues this discussion by exploring internal factors that affect the growth of women-owned SMEs. Studies revealed that factors such as education, company age, and size are critical determinants of sales growth (Avdullahi & Ademi, 2020). In Congo, despite

unique challenges such as limited access to social capital and financial resources, women-owned firms achieved better sales growth, largely driven by strong familial labor support (Mongane Espoir et al., 2020). However, employment growth remained constrained, highlighting a tension between revenue expansion and the broader economic impact of job creation. Recent work from Ecuador introduces a nuanced, multi-level understanding of innovation performance in women entrepreneurs, emphasizing the role of institutional and social contexts (Chávez-Rivera et al., 2024). This study suggests that personal relationships, age, and other contextual factors are crucial to innovation, challenging the traditional emphasis on individual variables like education and prior experience.

Across these studies, a clear pattern emerges: while individual characteristics such as education and entrepreneurial orientation are important, external factors—including institutional support, technological capabilities, and socio-political contexts—play an equally critical role in shaping the success of women entrepreneurs. The literature points to the need for a multi-faceted approach to supporting female entrepreneurship, one that recognizes the dynamic interaction between personal attributes and broader environmental influences. This holistic understanding is essential for promoting innovation and ensuring the sustainable growth of women-led enterprises, particularly in developing and conflict-affected regions.

3. Methodology

The study followed a quantitative methodology as it was suitable for its objectives in investigating the role of entrepreneurial traits among female small business owners. A questionnaire was designed to collect data covering various dimensions. The study adopted a descriptive-analytical approach as it was suitable for presenting concepts related to the impact of entrepreneurial traits on increasing sales revenues for small businesses. This was achieved through reviewing journals, publications, and previous studies related to the study topic, and analyzing the collected data from the distributed questionnaire, specifically designed for this purpose, to over 60 individuals, covering all aspects related to addressing the research problem and achieving the specified objectives.

3.1 Study Population:

The study population consists of women who own small projects in the Gaza Strip and the West Bank, including the cities of Bethlehem, Hebron, Ramallah, and Gaza.

3.2 Sample of the Study:

The study sample consisted of 100 women who own small businesses in the Gaza Strip and the West Bank, selected using stratified random sampling based on geographic location. The demographic characteristics of the sample showed that the majority of individuals were aged between 20 and 27 years, accounting for 55.81%. The age group between 28 and 34 years followed with a percentage of 23.26%. Individuals aged between 35 and 42 years constituted 16.28% of the sample, while the least represented age group was those above 43 years, accounting for 4.65%. Regarding marital status, the largest proportion of the sample was single at 54.65%, followed by married individuals at 41.86%. There was a small percentage of divorced individuals at 2.33%, and individuals in other unspecified social statuses at 1.16%. In terms of educational qualification, the data showed that the majority of the sample held a bachelor's degree.

Master's degree holders represented 11.63% of the sample, while those with a high school diploma or less accounted for 6.98%. Regarding years of experience in the business sector, the majority of the sample had less than two years of experience, constituting 44.19%. This was followed by individuals with experience ranging from 3 to 7 years, accounting for 40.70%. Individuals with 8 to 12 years of experience represented 10.47%, while those with more than 13 years of experience constituted 4.65% of the sample. As for the sector to which their projects belong, the highest

proportion was in the commercial sector at 39.53%, followed by the service sector at 18.60%. The educational sector represented 15.12%, followed by individuals in other unspecified sectors at 17.44%. The industrial sector accounted for 8.14%, while the agricultural sector had the lowest proportion at 1.16%. Regarding the nature of individuals' work hours in their projects, the majority of the sample worked full-time at 54.65%, while 45.35% worked part-time. Finally, concerning residential locations, the highest proportion of the sample resided in Bethlehem at 31.40%, followed by Hebron at 26.74%, Gaza at 25.58%, and Ramallah at 5.81%. The proportion of individuals living in other locations was 10.47%.

3.3 The Research Tools Used in the Study:

Questionnaire Distribution: The study utilized a questionnaire to collect data, which researchers distributed to 100 female entrepreneurs. The questionnaire consisted of several sections: perseverance despite failure, focus on product/consumer, business execution intelligence, entrepreneurial passion, and small project sales performance.

Confirmatory Factor Analysis (CFA)

The Confirmatory Factor Analysis (CFA) will be applied to assess the effectiveness of the proposed model in measuring the impact of entrepreneurial traits of female entrepreneurs on sales growth, considering the moderated role of business intelligence. To evaluate this model according to the best practices in structural equation modeling using Partial Least Squares (PLS) method, it is necessary to examine the factor structure through factor loading analysis, internal consistency, convergent validity, and discriminant validity, as described by Hair et al. (2016). For this purpose, this analysis will be conducted on 86 valid responses collected.

The factor structure indicates the relationships between the tested variables based on the correlation coefficients between each variable and the others. The level of these relationships is determined based on the type of study, where any values below 0.40 are excluded for some types of studies, while results ranging from 0.40 to 0.70 are accepted in exploratory studies according to Hair et al. (2016). Items with low factor loadings were excluded, while others showed correlation coefficients exceeding 0.60, with results ranging from 0.611 to 0.916, indicating good factor structure quality. The reliability of the study instruments was also assessed by calculating Cronbach's alpha coefficient and composite reliability, and the results in Table 1 show that all study variables enjoy a good level of reliability. The Cronbach's alpha coefficient results ranged from 0.620 to 0.864, rho-A results ranged from 0.665 to 0.957, and rho-C results ranged from 0.620 to 0.864, indicating a high degree of reliability, reflecting a strong correlation between study items and latent variables.

Table 1: Validity, Reliability, and Stability of the Study Instrument

Code	Constructs	CA	CR		AVE
			Rho_a	Rho_c	
SL	Sales growth	0.620	0.665	0.620	0.541
EC	Entrepreneurial Traits	0.669	0.687	0.669	0.501
BI	Business intelligence	0.864	0.957	0.864	0.643

Source: Prepared by the researchers based on the results of the statistical analysis.

On the other hand, convergent validity refers to the extent to which internal factors are positively correlated with alternative measures of the same construct, i.e., with each other. In other words, convergent validity relies on testing the correlations of indicators with their representative

factor. Researchers assess convergent validity by calculating the average variance extracted (AVE), where its value should not be less than 0.5 according to Hair et al. (2016) criteria. As shown in Table 1, all study factors obtained values ranging from 0.501 to 0.643, confirming that the study tool achieved convergent validity.

As for Discriminant Validity, it represents the ability of study items to distinguish the factor (variable) to which they belong from the other factors constituting the model. This means that the variable should share a greater proportion of variance with its indicators compared to the variances it can share with the other indicators of the model. To ensure discriminant validity, the current study followed two criteria according to the recommendations of Hair et al. (2016, 2019): The Fornell-Larcker criterion (1981) and the Heterotrait-Monotrait Ratio (HTMT) analysis. The results in Table 2 show that all factor correlations were less than the square root of the average variance extracted (AVE) and higher among their counterparts, achieving discriminant validity according to the Fornell-Larcker criterion (1981). On the other hand, the results of the Heterotrait-Monotrait Ratio analysis show that all study variables obtained values less than 0.90, thus achieving discriminant validity according to the criteria of Gold et al. (2001).

Table 2: Results of Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio for Discriminant Validity

	SL	EC	PI
Sales growth	0.708	0.523	0.257
Entrepreneurial Traits	-0.345	0.705	0.468
Business intelligence	-0.167	0.320	0.802

The elements below the diagonal represent the Fornell-Larcker criterion, while the shaded elements above the diagonal represent the Heterotrait-Monotrait Ratio.

The source: Compiled by the researchers based on the results of the statistical analysis.

The results of the confirmatory factor analysis indicate that the study model exhibits a high degree of validity and reliability. Consequently, it can be relied upon in analyzing the structural model to test the hypotheses of the study.

4. Findings

Figure 2 and **Table 3** present the results of the statistical analysis of the structural model adopted in the study. The proposed model was able to explain 13.3% of the variance in determining the impact of entrepreneurial traits of female small business owners on sales growth in the presence of the moderating role of business intelligence. This percentage represents a moderate effect size according to Cohen (1988).

The results presented in **Table 2** indicate a significant positive effect of entrepreneurial traits on sales growth, with a standardized beta coefficient (Std Beta) of 0.297, a computed value (T-Value) of 2.740, and a statistical significance (P-Value) of 0.006. These results suggest that entrepreneurial traits significantly contribute to improving sales growth. In other words, individuals or businesses that adopt entrepreneurial traits such as innovation, initiative, and calculated risk-taking experience an increase in sales growth.

The researchers argue that the significant positive effect of entrepreneurial traits on sales growth is logically justified. Entrepreneurial traits such as initiative, self-confidence, and adaptability enable companies to discover market opportunities and respond to them quickly and effectively. These traits help them introduce new products and services more rapidly and penetrate new customer

segments. Moreover, entrepreneurs are typically innovative and think outside the box, allowing them to provide unique value to customers. This, in turn, leads to increased demand for their offerings and consequently, sales growth. Additionally, the perseverance and resilience of entrepreneurs help them overcome challenges and obstacles they may face, enhancing their ability to achieve continuous sales growth. Therefore, possessing fundamental entrepreneurial traits plays a pivotal role in enhancing sales growth over the long term.

Table 2: Results of Path Analysis for the Structural Model

H _x	Relationship	Std Beta	T-Value	P-Value	Decision
H ₁	EC -> SL	0.297	2.740	0.006**	Supported
H ₂	BI -> SL	0.067	0.526	0.599	Not-Supported
H ₃	EC -> BI-> SL	0.093	0.861	0.389	Not-Supported

****Statistically significant values at the 0.01 level.**

Source: Compiled by the researchers based on the results of statistical analysis.

The study results indicate that the effect of business intelligence on sales growth is not significant, with a standardized beta coefficient (Std Beta) of 0.067, a computed t-value of 0.526, and a statistical significance (P-Value) of 0.599. This suggests that business intelligence, despite its importance, did not show a significant impact on sales growth in this study.

The researchers believe that sales growth depends on a variety of factors, not just business intelligence alone. Therefore, focusing on marketing strategies and innovation may be more crucial in this regard.

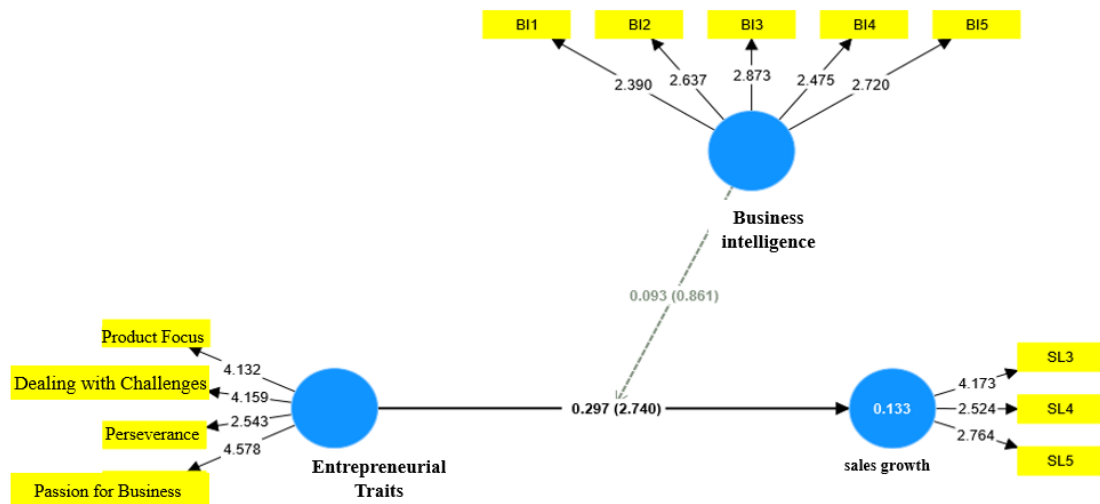


Figure 2: Results of Path Analysis for the Structural Model

Source: Compiled by the researchers based on the results of statistical analysis

In the same context, the results indicate that the moderating role of business intelligence does not have a significant effect on sales growth, with a standardized beta coefficient (Std Beta) of 0.093, a calculated T-value of 0.861, and a statistical significance (P-Value) of 0.389. This suggests that the combination of entrepreneurial traits and business intelligence did not contribute significantly to improving sales growth in this context.

The researchers believe that business intelligence does not have a direct significant impact on company sales growth. While business intelligence may have important benefits in terms of

operational efficiency and productivity, it does not appear to be the decisive factor in determining sales growth. Other factors such as product and service innovation, effective marketing, and customer relationships may be more important in this regard. Additionally, the moderating role of business intelligence may be more critical in later stages of the company's life cycle, such as improving efficiency and profitability, rather than directly driving sales growth.

In general, it can be concluded that entrepreneurial traits alone play a significant role in enhancing sales growth, while business intelligence, whether alone or in interaction with entrepreneurial traits, did not show a significant impact in this study.

5. Conclusion:

Entrepreneurial traits play a significant and vital role in boosting sales growth, as individuals or organizations embracing these traits tend to achieve greater success in increasing their sales. On the other hand, business intelligence, despite its theoretical importance, did not show a tangible impact on sales growth in this specific context. The interaction between entrepreneurial traits and business intelligence did not have an additional or noticeable effect on sales growth, indicating that each may independently influence sales growth without a strong interactive effect between them.

6. Recommendations

- It is essential to focus on understanding customer needs by comprehending market trends and continuously developing products that meet customer needs. In addition, using carefully crafted marketing strategies to build strong relationships with customers and achieve their satisfaction is crucial.
- The importance of perseverance and persistence even when facing obstacles and challenges, and maintaining a long-term vision and goals despite difficult circumstances, such as tough economic conditions due to wars, cannot be overstated.
- The necessity of prioritizing tasks and efficiently allocating resources to increase productivity, along with the ability to forecast market trends to mitigate the risks of declining sales, is essential.
- The importance of emphasizing the use of e-commerce applications and tools to enhance sales growth cannot be overstated.

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