


THE ROLE OF NAJRAN UNIVERSITY IN ACHIEVING ECONOMIC DEVELOPMENT IN THE REGION FROM THE POINT OF VIEW OF FACULTY MEMBERS

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 31 March 2023</p> <p>Accepted 27 June 2023</p>	<p>Purpose: This study aimed to determine the role of Najran University in achieving economic development in the region.</p>
<p>Keywords:</p> <p>Role; Economic Development; Najran University.</p> <div data-bbox="172 913 480 1160" style="text-align: center;">  </div>	<p>Theoretical framework: Universities are specialized scientific institutions to prepare manpower qualified to work in the various developmental economic sectors by providing learners and workers with specialized economic knowledge, competencies, and the necessary practical technical skills. This enables them to interact positively with the requirements of development in the digital world. However, the failure of universities to keep pace with the growing intellectual, scientific, and economic development, and linking this to development issues and the renewable needs of society is a shortcoming in the aspired roles that the university should play.</p> <p>Design/Methodology/Approach: To achieve the aim of the study, the study used the descriptive analytical approach. A questionnaire was used as a tool for the study and included (20) items. After verifying the tool's validity and reliability, it was distributed to the study sample, (441) faculty members at Najran University.</p> <p>Findings: The study concluded that Najran University has a high role in achieving economic development in the region. Also, there were no statistically significant differences at the significance level of (0.05) between the responses of the study sample according to the variables of gender and academic rank. In addition, there were statistically significant differences at the significance level of (0.05) according to the specialization variable in favor of scientific disciplines.</p> <p>Research, Practical & Social Implications: The study implicates the role of economic development that university should play in the community.</p> <p>Originality/Value: The study identifies the role of Najran University in achieving economic development, so that colleges, scientific departments, and academic programs realize the reality of their role in this field and work to improve the less effective roles. This serves as an introduction to a comprehensive perception of what other universities in the Kingdom of Saudi Arabia should do.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i7.2709</p>

O PAPEL DA UNIVERSIDADE DE NAJRAN NA OBTENÇÃO DO DESENVOLVIMENTO ECONÔMICO NA REGIÃO DO PONTO DE VISTA DOS MEMBROS DO CORPO DOCENTE

RESUMO

Objetivo: Este estudo teve como objetivo determinar o papel da Universidade de Najran na obtenção do desenvolvimento econômico na região.

Estrutura teórica: As universidades são instituições científicas especializadas que preparam mão de obra qualificada para trabalhar nos vários setores econômicos de desenvolvimento, fornecendo aos alunos e trabalhadores conhecimento econômico especializado, competências e as habilidades técnicas práticas necessárias.

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Isso permite que eles interajam positivamente com as exigências do desenvolvimento no mundo digital. Entretanto, o fato de as universidades não acompanharem o crescente desenvolvimento intelectual, científico e econômico, vinculando-o às questões de desenvolvimento e às necessidades renováveis da sociedade, é uma falha nas funções que a universidade deveria desempenhar.

Projeto/ Metodologia/ Abordagem: Para atingir o objetivo do estudo, foi utilizada a abordagem analítica descritiva. Um questionário foi usado como ferramenta para o estudo e incluiu (20) itens. Depois de verificar a validade e a confiabilidade da ferramenta, ela foi distribuída para a amostra do estudo, (441) membros do corpo docente da Universidade de Najran.

Resultados: O estudo concluiu que a Universidade de Najran tem um papel importante no desenvolvimento econômico da região. Além disso, não houve diferenças estatisticamente significativas no nível de significância de (0,05) entre as respostas da amostra do estudo de acordo com as variáveis de gênero e classificação acadêmica. Além disso, houve diferenças estatisticamente significativas no nível de significância de (0,05) de acordo com a variável de especialização em favor das disciplinas científicas.

Implicações sociais, práticas e de pesquisa: O estudo implica o papel de desenvolvimento econômico que a universidade deve desempenhar na comunidade.

Originalidade/valor: O estudo identifica a função da Universidade de Najran na obtenção do desenvolvimento econômico, de modo que as faculdades, os departamentos científicos e os programas acadêmicos percebam a realidade de sua função nesse campo e trabalhem para melhorar as funções menos eficazes. Isso serve de introdução a uma percepção abrangente do que outras universidades do Reino da Arábia Saudita devem fazer.

Palavras-chave: Função, Desenvolvimento Econômico, Universidade de Najran.

EL PAPEL DE LA UNIVERSIDAD DE NAJRAN EN LA CONSECUCCIÓN DEL DESARROLLO ECONÓMICO DE LA REGIÓN DESDE EL PUNTO DE VISTA DEL PROFESORADO

RESUMEN

Objetivo: Este estudio tenía como objetivo determinar el papel de la Universidad de Najran en la consecución del desarrollo económico de la región.

Marco teórico: Las universidades son instituciones científicas especializadas que preparan mano de obra cualificada para trabajar en los diversos sectores económicos del desarrollo, proporcionando a los estudiantes y trabajadores conocimientos económicos especializados, competencias y las habilidades técnicas prácticas necesarias. Esto les permite interactuar positivamente con las exigencias del desarrollo en el mundo digital. Sin embargo, el hecho de que las universidades no sigan el ritmo del creciente desarrollo intelectual, científico y económico, vinculándolo a las cuestiones de desarrollo y a las necesidades renovables de la sociedad, constituye una carencia en las funciones que debería desempeñar la universidad.

Diseño/ Metodología/ Enfoque: Para alcanzar el objetivo del estudio se utilizó el enfoque analítico descriptivo. Como herramienta para el estudio se utilizó un cuestionario que incluía (20) ítems. Tras comprobar la validez y fiabilidad de la herramienta, se distribuyó a la muestra del estudio, (441) miembros del profesorado de la Universidad de Najran.

Resultados: El estudio concluyó que la Universidad de Najran desempeña un papel importante en el desarrollo económico de la región. Además, no hubo diferencias estadísticamente significativas al nivel de significación de (0,05) entre las respuestas de la muestra del estudio según las variables de género y rango académico. Además, hubo diferencias estadísticamente significativas al nivel de significación de (0,05) según la variable de especialización a favor de las disciplinas científicas.

Implicaciones sociales, prácticas y de investigación: El estudio implica el papel de desarrollo económico que debe desempeñar la universidad en la comunidad.

Originalidad/valor: El estudio identifica el papel de la Universidad de Najran en la consecución del desarrollo económico, para que las facultades, los departamentos científicos y los programas académicos se den cuenta de la realidad de su papel en este ámbito y trabajen para mejorar las funciones menos eficaces. Esto sirve de introducción a una percepción global de lo que deberían hacer otras universidades del Reino de Arabia Saudí.

Palabras clave: Función, Desarrollo Económico, Universidad de Najran.

INTRODUCTION

Universities represent the leading academic scientific institutions in comprehensive development. They possess scientific and research capabilities and the crystallization of qualitative disciplines that contribute to all kinds of development at the national level. At the same time, a quantum leap is taking place in comprehensive development programs. This certainly requires teaching students some functional skills of a specialized and qualitative nature, which is commensurate with the requirements of development in all its fields. Al-Arabya (2023) indicated that development cannot be achieved without functional education that builds the learner's personality in an integrated manner in all respects (cognitive, emotional, and skillful). Education that applies functional education in the educational process contributes to graduating learners with competence, quality, appreciation, and effective and positive participation. Also, Al-Tayeb and Ahmadi (2022) confirmed that higher education institutions have an important and fundamental role in preparing human resources and providing society with its needs of human competencies in various fields. Economic development is an indicator of the strength of the state and an attractive factor for investors from all over the world. World Bank (2000) explained that growth in gross domestic product or per capita income is necessary for economic development. This type of development requires human, institutional, and material resources to be used for the local development process. Development occurs, as explained by El-Gohary (2017), as a result of human interaction with the environment to invest the resources and components of society to the maximum possible degree. Development in general and economic development, in particular, is linked to qualitative scientific research that diagnoses reality, analyzes its components, and crystallizes the future vision towards continuously better development. The more the development elements are built on the outputs of scientific research, the more effective they will become in public life. That is why universities must activate their scientific roles in building integrated development through strategic plans stemming from the results of scientific research. The importance of economic development for any country lies in the fact that it is one of the most crucial tools that help countries achieve economic independence and move away from economic dependence in its various forms (Rahmidani et al., 2023). This independence achieves progress and economic growth that enable the country to overcome all kinds of dependence and improve the standard of living for individuals and society (Kaligis, 2023).

Universities are specialized scientific institutions to prepare manpower qualified to work in the various developmental economic sectors by providing learners and workers with

specialized economic knowledge, competencies, and the necessary practical technical skills. This enables them to interact positively with the requirements of development in the digital world. However, the failure of universities to keep pace with the growing intellectual, scientific, and economic developments, and linking this to development issues and the renewable needs of society is a shortcoming in the aspired roles that the university should play. Hamzawy (2017) explained that universities must develop training and education methods in order to update and deepen skills, knowledge, and scientific capabilities, raise the level of human resources, and provide modern and advanced equipment that helps achieve the desired development and progress. Al-Sakran (2013) indicated that educational curricula in universities do not match the needs of the Saudi labor market. Universities are still isolated from society. A large percentage of the content of university curricula is separate from society and its local issues, and in a more special way required for the private sector. This led to a weak relationship between university education and development. Ali (2021) attributed the reason for the existence of a waste of human resources in some Arab countries to the low percentage of spending on education, and the inadequacy of the outputs of higher education to the needs and requirements of the labor market in them. Attia (2021) reached a conclusion indicating the low position of the Kingdom of Saudi Arabia concerning the knowledge economy index. The theoretical significance of the current study comes from the fact that it works as a theoretical framework that shows the importance of aspects of economic development and its impact on comprehensive national development, and the need for universities to keep pace with the requirements of this type of development. The practical significance is represented in identifying the role of Najran University in achieving economic development, so that colleges, scientific departments, and academic programs realize the reality of their role in this field and work to improve the less effective roles. This serves as an introduction to a comprehensive perception of what other universities in the Kingdom of Saudi Arabia should do. Therefore, the study aimed to know the role of Najran University in achieving economic development in the region. It also aimed to find out the statistically significant differences in the responses of the study sample, attributed to the variables of gender, specialization, and academic degree. In light of the foregoing, the problem of the study is identified in the following main research question: What is the role of Najran University in achieving economic development in the region from the point of view of faculty members at Najran University? The following sub-questions branch out from the main question:

1. What is the role of Najran University in achieving economic development in the region from the point of view of faculty members at the university?
2. Are there statistically significant differences in the responses of the study sample due to the following variables: gender, specialization, and academic degree?

THEORETICAL FRAMEWORK

Economic Development

Economic development is related to per capita income and improvement of the standard of living over a certain period. Ajamia and Laithi (2019, p. 30) explained that it is: “a process by which the national income rises over a period of time. It is accompanied by an improvement in the development of material life and the type of economic well-being and the increase of capital in society through the development of human skills and energies. Economic development represents the sum of programs, procedures, practices, and activities carried out by various institutions in order to establish effective infrastructure in all developmental fields. That is why economic development is the lifeblood affecting the rest of the other aspects of development. The economy drives progress in various types of development, so universities must offer qualitative economic programs that prepare active human cadres in economies of all kinds, intellectual, knowledge, research, and material. Abadi and Al-Zubaidi (2021) explained that investing in education is one of the most important pillars of economic development. Education should provide students with sufficient necessary skills needed by employers.

From the aforementioned, the researchers see that qualitative education directed toward economic thought has become a life requirement. This is done through targeted academic programs and scientific research aimed at the fact that science has become an effective life tool to ensure the efficiency of the economy. Economic progress depends on the quality of education guided by specialized competencies, and the economic cognitive, and behavioral skills that are acquired from education. At the same time, quality of life requires specialized qualitative economic models. Al-Sakran (2013) confirms that knowledge is the most important economic resource, which requires universities to focus on comprehensively preparing students, in line with the nature of scientific, technical, and economic developments. Likewise, Hassan (2021) explained that in order to achieve sustainable and advanced economic growth for members of society, local administrations must play their role in economic development through a process in which the public and private sectors participate in creating job opportunities for members of society.

In light of the importance of the economy at the national level, there is a need for the role of universities in developing their programs to meet the needs of the government and private sectors of manpower that lead the economy with scientific methods that balance supply and demand between consumption and spending efficiency, individual needs and institutional requirements. This is what the Kingdom of Saudi Arabia's Vision 2030 calls for, which emphasizes the importance of an educated, skilled human workforce with active and qualitative technical thought. Effective economic development requires specialized technical economic skills based on economic intellectual competencies. Abdel-Khaleq (2022) recommended developing and managing intangible capital and the optimal allocation of human and knowledge resources as a major goal for the development decision-maker, supporting innovation, localizing technology, and facilitating the exchange of information. It also recommended the availability of a stable and competitive business environment and the establishment of infrastructure projects that encourage investment, training, and vocational preparation to meet the needs of the labor market. Kartat (2021) also recommended the involvement of employers and civil society organizations in setting academic plans for universities and drawing their future strategies under the umbrella of balanced economic development. From the foregoing, the researchers see the following:

1. Economic development is an intermediate variable that affects and is affected by all aspects of life.
2. Economic development directly contributes to meeting the requirements of other types of development.
3. Education and scientific research contribute to improving economic development.
4. The knowledge economy has become a vital economic resource in all fields.
5. Economic development requires effective management of inputs and efficient rationalization of resources.
6. Universities must prepare human resources that lead economic development with global investment thinking and within a national framework.

Given the great variation in the economic, political, social, and cultural conditions of each country, it may be difficult in the field of studying the goals of economic development to define, in a standard way, goals for economic development that can be generalized to all countries of the world. However, some common goals can be focused on and pursued in most countries. However, before we address these main goals, we must point out that when setting

economic development goals, the following matters must be taken into account: (António, 2022)

Circumstances must help measure the progress of economic development programs. Objectives must specify the required level of human resources to achieve the objectives of economic development. Objectives must be set according to the highest priorities of the economic development process. Objectives must be formulated to ensure the investment of all elements of production. In light of the previous four components, the main goals of economic development in general, which most countries seek, can be briefly identified as follows: (António, 2022). The first goal is to increase the national income. It is one of the first goals of economic development. It is governed by certain factors, such as the increase in population and the country's material and technical capabilities. The more money is available and the better competencies, the higher the real national income can be achieved. The second goal is to raise the standard of living, and this is measured by many indicators, such as what the individual consumes of goods and services, and satisfying his cultural and civilizational needs. The higher the average per capita income, the higher the standard of living. The third goal is to reduce inequality in the distribution of income and wealth because inequality has disadvantages represented in the majority's lack of sense of social justice. This inequality puts individuals into strata, which results in the wastage of economic resources. The fourth objective is to adjust the relative composition of the national economy in developing countries where the agricultural sector dominates the economic structure. This is in order to reduce the control of agriculture over the national economy and allow the industry to take its role, along with the rest of the other sectors of the economy, whether by establishing new industries or expanding existing ones. In light of the above, it can be said that the goal of economic development, in general, is to improve the quality of life by raising the standard of living and balancing the requirements of comprehensive development.

Importance of Economic Development

The importance of the economic development of any country in the world lies in the following: (A summary of Economic Development in Africa Report, 2022; Dheeraj Vaidya, CFA, FRM, 2022).

- Economic development is the most important tool that helps countries achieve economic independence and avoid economic dependence and dependency in its various forms, as a result of achieving progress and economic growth.

- Economic development works to improve the standard of living of the members of society, by increasing their income and providing them with job opportunities, which is reflected in their health and educational level.
- Economic development works to provide goods and services to members of society in appropriate quantities and qualities.
- Economic development works to bridge the social and economic gap between the classes of society, which leads to its social and political stability.
- Economic development at the macroeconomic level improves the domestic product and achieves the desired economic development, thus affecting, in the long run, the quality of life indicators such as the national income.
- Works to reduce the social gap between developed and developing countries.

Methods for Measuring Economic Development

Economic development can be measured through (Kumari & Bhanoo, 2022). Gross National Product, which measures the increase in real national income over a long period. GNP per capita, which measures the increase in per capita income over the long term. The level of well-being measures the extent to which goods and services flow to individuals. Social indicators that take into account the basic needs of individuals. World Bank (2011) identified six indicators of basic needs to achieve targeted economic development: health, education, food, water supply, and housing. Economists have tried to identify social indicators of basic needs by combining these indicators to form composite indicators of human development. The researchers see the importance of preparing human leaders who lead development in various fields through planning, motivation, commitment to organizational transparency, and outstanding job performance. Murtkoush (2022) indicated that there is a statistically significant effect of mental stimulation and self-dimension on the organizational commitment of workers. Abdel-Gawad and Ambarak (2021) indicated that there is a strong correlation and influence between training programs and job performance. Bouzokia's (2020) study confirmed that there is a strong, high-level, statistically significant positive relationship between administrative development and employee performance improvement. The higher the professionalism and quality of the educational system, the greater the efficiency of the individuals, and this contributes to activating the development of all kinds. Al-Sakran (2013) confirmed that "the educational system constitutes a fundamental domain of development as the impact of education is linked to achieving the aspirations of individuals and their educational needs, and

at the same time it is directly related to the needs of society and its development in the fields of production and knowledge.” P: 185. Al-Alaqi and Amazika (2019) stated that Al-Asmariya University supports commercial activity within the local community through the economic movement of students and university employees, including university employees and faculty members. Al-Hawas and Al-Oasimi (2020) showed that the most prominent obstacles that limit the role of Saudi universities in achieving economic development are the lack of knowledge of private sector institutions about the capabilities possessed by universities to solve their problems, the preoccupation of university faculty members with teaching, and the dependence of private sector institutions on foreign houses of expertise. Zahlouq (2021) indicated that the lack of clarity in the concept of university development for society is one of the obstacles to the university's role in development. In light of the importance of economic development at the national level, there is a need for the role of universities in developing their academic programs to meet the needs of the government and private sectors of active human forces that lead the economy with scientific methods that balance between supply and demand, costs and returns, consumption and spending efficiency, and individual needs and institutional requirements. This is in order to improve the standard of living and achieve the quality of life. Therefore, it becomes important for identifying the role of Najran University in achieving economic development in the region in order to come up with recommendations and proposals that enhance this role in the long term.

METHODOLOGY

The researchers used the descriptive analytical approach, which describes the phenomenon and analyzes its components in light of the results of the field study.

Population and Sample of the Study

The study population consisted of (672) faculty members (professor - associate professor - assistant professor) (Annual Report of Najran University, 2022). A survey sample consisting of (20) faculty members from outside the study sample was recruited to ensure the validity and reliability of the study tool. The researchers used the (available) sample method. An electronic link was created and circulated to the target group, after specifying the duration of the responses, which began on January 19, 2023, until February 20, 2023. The number of respondents was (441) members of the university faculty or 65.62% of the research community.

Table 1 shows the distribution of the study sample according to the variables of gender, specialization, and academic rank.

Table 1–Distribution of the Study Sample According to Variables

Variable	Group	No.	%
Gender	Male	302	68.48
	Female	139	31.52
Specialization	Science	277	62.81
	Humanities	164	37.19
Academic rank	Professor	53	12.0
	Associate professor	162	36.7
	Assistant professor	226	51.3
Total		441	100

Source: Prepared by the authors (2023)

Instrument

In this study, the researchers used a questionnaire as a tool for collecting data. It crystallized in its final version from (20) items distributed in one domain according to the five-point Likert scale (very high - high - neutral - low - very low, and they take the values (5, 4, 3, 2, 1) respectively.

Validity

The validity of the study tool (questionnaire) was verified by face honesty (reviewers). The questionnaire validity was checked by (13) experts with experience and specialization. Their directions and suggestions were taken into account. Also, the tool's internal consistency was checked by applying it to an exploratory sample of (20) faculty members from outside the main sample. Pearson's correlation coefficient was calculated between the items and the domain they belong to and the total score of the tool. Table 2 shows the results.

Table 2–Pearson's correlation coefficients (pilot sample)

Item	Correlation Coefficient	Item	Correlation Coefficient
1	.481*	11	.564**
2	.477*	12	.916**
3	.566**	13	.700**
4	.787**	14	.844**
5	.760**	15	.673**
6	.665**	16	.731**
7	.687**	17	.733**
8	.692**	18	.731**
9	.610**	19	.571**
10	.559*	20	.733**

** Statistically significant at (0.01), * statistically significant at (0.05)

Source: Prepared by the authors (2023)

Table 2 shows that the Pearson coefficients between the items of the first domain (economic development) and the total score of the domain were statistically significant at the level of (0.01), (0.05). Pearson's correlation coefficients ranged between the items and the total score of the domain between $.(**0.916 - *0.477)$. These results confirm the strength of internal consistency, and thus the validity and applicability of the statements.

Reliability

The reliability coefficients were calculated through Cronbach's alpha equation. The study tool was applied to a survey sample of (20) members. Then, the reliability coefficient was (0.93). It is highly reliable and suitable, hence the applicability.

Statistical Processing

The statistical software (SPSS) version (23) was adopted in analyzing the results of the study and answering its questions, as the following were used:

- Pearson correlation coefficient to check the validity of consistency.
- Cronbach's alpha to check the reliability of the study tool.
- Means, standard deviations, and rank to answer the study questions.
- The following grading was adopted for the degree of fulfillment of the items and domains of the study tool to determine the degree of approval based on the range equation according to the following Table 3.

Table 3- The Degree of Approval Based on the Range Equation

Degree	Very low	Low	Neutral	High	Very high
Mean	1-1.80	1.80->2.60	2.60-> 3.40	3.40->4.20	4.20-5.00

Source: Prepared by the authors (2023)

RESULTS AND DISCUSSION

Results of the First Research Question: What is the Role of Najran University in Achieving Economic Development in the Region from the Point of View of Faculty Members at the University?

The researchers calculated the means, standard deviations, and ranks of the responses of the study sample. Table 4 shows the results.

Table 4-Means, Standard deviations, and Ranks of the Responses of the Study Sample

No	Rank	Items	Means	Standard deviations	Degree
1	2	Setting priorities in the economic development of the region.	4.15	1.019	High
2	5	Contributing to building a scientific community capable of innovation.	4.07	.991	High
3	3	Interest in scientific research directed towards the knowledge economy.	4.11	.983	High
4	4	Labor market includes the requirements of skills in academic programs.	4.08	1.002	High
5	19	Adopting economic business incubators at the university.	3.85	1.096	High
6	15	Paying attention to transformational training in all fields, in line with the requirements of renewable economic development.	3.91	1.055	High
7	20	Adopting tourism tracks in some university programs.	3.84	1.134	High
8	1	Teaching students professional ethics and the ethics of the working individual.	4.15	.982	High
9	14	Expanding economic artificial intelligence specializations.	3.93	1.080	High
10	12	Expanding specializations in economic knowledge management systems.	3.93	1.042	High
11	11	Interest in activating entrepreneurship programs in all faculties of the university.	3.98	1.041	High
12	8	Finding assistance programs that contribute to bridging the gap in acquired knowledge and practical skills required in the labor market.	3.99	1.040	High
13	17	Continuous integration between the academic community and the industrial community.	3.86	1.097	High
14	18	Training students on global governance standards for economic development.	3.85	1.080	High
15	16	Adopting a policy of cooperative education with the private sector.	3.90	1.134	High
16	9	Preparing specific programs to effectively involve women in economic development.	3.99	1.064	High
17	10	Continuous innovation in economic knowledge to meet the requirements of the labor market.	3.98	1.032	High
18	7	Academic programs at the university level include the foundations and elements of efficient spending.	3.99	1.028	High
19	13	Opening programs in the field of environmental economics to support sustainable development in the region.	3.93	1.048	High
20	6	Educating the private sector about the knowledge, scientific, research and administrative capabilities that the university possesses.	4.07	.995	High
The total mean of the role of Najran University in achieving economic development in the region			3.98	.831	High

Source: Prepared by the authors (2023)

Table 4 shows that the total mean of the role of Najran University in achieving economic development in the region came with a high degree, a mean of (3.98), and a standard deviation (0.831). The means ranged between (3.84 - 4.15). Item (8) "Teaching students professional ethics and the ethics of the working individual." ranked first with a mean of (4.15), a standard deviation of (0.982), and a high degree. Item 1, "Determining priorities in economic development in the region," came in second place, with a mean of (4.15), a standard deviation of (1.019), and a high score. Item (3) "Interest in scientific research directed towards the

knowledge economy” came in third place. The rest of items are clearly arranged in Table 4. Item (5) "Adoption of economic business incubators at the university" ranked penultimate, with a mean of (3.85), a standard deviation of (1.096), and a high degree. Item (7) "Adoption of tourism paths in some university programs" came in the last place with a mean of (3.84), a standard deviation (1.134), and a high degree. The result showed that the total mean of the role of Najran University in achieving economic development in the region came with a high degree. The means ranged between (3.84 - 4.15). Item (8) "Teaching students professional ethics and the ethics of the working individual." ranked first with a high degree. This result is in line with that of Al-Zahrani (2021) regarding the importance of ethical values for development because if students realize the ethics of the profession and have established the ethics of the working individual, they represent the principles and values of the institutional organizational culture. This contributes to controlling organizational behavior and thus to the effectiveness of performance at the institutional level. Item 1, "Determining priorities in economic development in the region," came in second place with a high score. The arrangement of economic priorities directs university programs, events, and activities towards a focused focus on developmental services that contribute to improving the quality of life in the region. Item (3) “Interest in scientific research directed towards the knowledge economy” came in third place because scientific research is a tool for progress in all areas of development, especially economic development, as it requires analysis, diagnosis, and prioritization because this is linked to costs, returns, and spending efficiency. Attia (2021) indicated that the knowledge economy track focuses on investing in human resources and advances in the local arena with the highest standards according to the next stage. The rest of the items are arranged in Table 4. This economic role of universities was confirmed by Abdel-Khaleq (2022), Al-Alaqi and Amzaika (2019), and Al-Sakran (2013). The researchers explain that the high role of Najran University in achieving economic development is a sense of its scientific and social responsibility. This was represented by teaching students economic skills and conducting scientific studies on investment opportunities in order to attract businessmen to invest in the region. Accordingly, the university has developed training and education methods in order to update the skills and knowledge of all its members, faculty, staff, and students. It sent a number of its employees for training outside the university in European, American, and Australian universities, bearing all the costs of their education and training. The university established the Investment, Endowment, and Resources Development Unit and the Entrepreneurship Unit. Item (5) "Adoption of economic business incubators at the university" ranked penultimate with a high

degree. Although this role of the university came with a high degree, compared to the rest of the roles, it came late. That is why the university must activate the role of the entrepreneurship unit. One of its main tasks is to manage economic business incubators at the university in order to invest creative and entrepreneurial ideas among students and contribute to building their economic projects so that they become leaders in economic thought and heads of economic councils in the future, God willing. Item (7) "Adoption of tourism paths in some university programs" came in the last place with a high degree. Perhaps, the reason for having this item in the last place is what the researchers refer to as what came as the result of Maliki and Sadratah (2019). The study referred to the weak awareness of tourism among the sample. Although the role of the university in the field of adopting tourism paths came to a high degree, compared to the rest of the university's roles in the field of economic development, it came at the end of the roles. Therefore, the university must adopt in its strategic plan programs, activities, and events in the field of tourism as it has become one of the most important economic resources at the global level. Countries are in a race against time and at the same time in competition with each other over the possession of power in tourist attractions.

Results of the Second Research Question: Are There Statistically Significant Differences in the Responses of the Study Sample due to the Following Variables: Gender, Specialization, and Academic Rank?

Gender

The researchers used the t-test for independent samples to show the significance of the differences between the means of the responses of the study sample according to the gender variable. Table 5 shows the results.

Table 5-T-test for Independent Samples to Show the Significance of the Differences between the Means of the Responses of the Study sample According to the Gender Variable

Domain			Means	Standard deviations	t	df	Sig.
	Gender	No.					
Social development	Male	302	3.98	.796	.229	439	.819
	Female	139	3.96	.905			

Source: Prepared by the authors (2023)

Table 5 shows that there were no statistically significant differences at the significance level of (0.05) for the role of Najran University in achieving (economic) development, according to the gender variable. There were no statistically significant differences in the role of Najran University in achieving (economic) development, according to the gender variable.

This means that they agree on the role of Najran University in achieving economic development in the region. The researchers justify this by the fact that the role of Najran University in achieving economic development attracts the attention of all faculty members, regardless of gender. The university is equal in its functions between the two genders as well as equal in scholarships to study in advanced countries, such as America, Europe, Australia, etc. This led to the convergence of intellectual, cultural, knowledge, skills, and job opportunities between the two genders, and therefore both genders are interested in this type of development.

Specialization

The researchers used the t-test for independent samples to show the significance of the differences between the means of the responses of the study sample according to the specialization variable. Table 6 shows the results.

Table 6- T-test for Independent Samples to Show the Significance of the Differences between the Means of the Responses of the Study Sample According to the Specialization Variable

Domain	Specialization	No.	Means	Standard deviations	t	df	Sig.
Social development	Sciences	277	4.09	.769	-3.830	439	.000
	Humanities	164	3.78	.896			

Source: Prepared by the authors (2023)

According to Table 6, there were statistically significant differences at the significance level of (0.01) for the role of Najran University in achieving (economic) development according to the variable of specialization. The differences were in favor of scientific disciplines. There were statistically significant differences in the role of Najran University in achieving (economic) development according to the variable of specialization. The differences were in favor of scientific disciplines. The researchers justify this result by the fact that those with scientific specializations, by the nature of their specializations, give greater importance to the requirements of the labor market because their specialization is linked to numbers, costs, and returns. Also, their work is more related to mathematical and statistical accuracy than those with humanitarian specializations, who often pay more attention to human aspects, such as feelings and social relations. In addition, those with scientific specializations, especially medical ones, practice economic work outside the university, whereas there are not enough job opportunities outside the University for Humanitarian Specializations, according to the reality of the region.

Academic Rank

The researchers used a one-way analysis of variance (ANOVA) to indicate the significance of the differences between the means of the responses of the study sample according to the academic rank variable. Table 7 presents the results.

Table 7-One-Way Analysis of Variance (Anova) to Indicate the Significance of the Differences between the Means of the Responses of the Study Sample According to the Academic Rank Variable

Domain	Source	Sum of squares	df	Means of squares	f	Sig.
Social development	Between groups	2.342	2	1.171	1.701	.184
	Within groups	301.479	438	.688		
	Total	303.821	440			

Source: Prepared by the authors (2023)

Table 7 shows that there were no statistically significant differences at the significance level of (0.05) for the role of Najran University in achieving economic development according to the scientific rank variable. There were no statistically significant differences in the role of Najran University in achieving economic development according to the scientific rank variable. This result indicates the agreement of all academic ranks on the role of Najran University in achieving economic development in the region. The researchers justify this by the fact that economic development attracts the interest of all scientific ranks. All of them seek to activate the university's role in this type of development; given that, economic development is the main lifeline at the national level. Thus, all faculty members of all scientific ranks play effective roles in refining students' capabilities and developing their skills in the field of economic development.

CONCLUSION

This study aimed to determine the role of Najran University in achieving economic development in the region. To achieve the aim of the study. The study concluded that Najran University has a high role in achieving economic development in the region. Also, there were no statistically significant differences between the responses of the study sample according to the variables of gender and academic rank. In addition, there were statistically significant differences according to the specialization variable in favor of scientific disciplines. In light of the study results, the researchers presented recommendations:

1. Paying attention to scientific research directed towards the knowledge economy, by building courses on a set of knowledge, economic skills, and various knowledge investment methods in the diversity of academic disciplines.

2. Including the skills required by the labor market in academic programs, by investing feedback from employers and the private sector on their requirements of capabilities and skills required by the labor market, and including those requirements in academic programs for students to learn and train on.
3. Contributing to building a scientific community capable of innovation. This is done by crystallizing the vision and mission of the university on the innovation elements and its reflection in all programs, courses, and activities of the university and awareness lectures.
4. Educating the private sector about the knowledge, scientific, research, and administrative capabilities that the university possesses. This is done by building questionnaires that measure the reality of the private sector's knowledge of these capabilities and proceeding from that toward targeted, focused awareness with lectures, seminars, meetings, advertisements, and the investment of all possible social media.
5. Including in academic programs at the university level the foundations and elements of efficient spending by teaching the skills of costs, returns, rationalization, and quality in all academic courses and a manner commensurate with the nature of each course.
6. Creating helping programs that contribute to bridging the acquired knowledge gap and the required practical skill in the labor market. This can be through conducting forward-looking, evaluating scientific research at the same time that recognizes the reality of economic knowledge in programs and courses, and the economic knowledge required in the labor market, and then presenting recommendations that contribute to bridging the knowledge gap in a systematic academic scientific way.
7. The need to adopt tourism paths in some university programs by opening academic programs in all academic degrees that prepare students in the field of tourism. Tourism has become an effective economic resource, especially in this era when the economy has begun to depend less on oil and its petroleum derivatives.
8. The necessity of adopting economic business incubators through the Entrepreneurship Unit at the university and searching for business accelerators and private sector owners who adopt creative investment ideas in the region.
9. The university should train students on global governance standards for economic development; all economic transactions at the global level must be subject to governance and the requirements of economic intellectual property rights, in order to avoid corruption of all kinds.

10. The need for continuous integration between the academic community and the industrial community by inviting businessmen and investors to economic events at the university, and inviting them continuously to participate in evaluating academic programs and including them in the advisory councils of scientific programs at the university.

In addition, the study suggested a number of studies on other aspects of development, such as health, culture, and water development. Also, a study may be conducted on the relationship between economic development and scientific and cultural development in the region. In addition, another study may examine the relationship between economic development and urban development in the region.

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