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TOWARD A FREELANCING BUSINESS MODEL FOR GAZA STRIP: A CASE STUDY

MASTER THESIS

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نتيجة الحكم على أطروحة ماجستير

بناءً على موافقة شئون البحث العلمي والدراسات العليا بالجامعة الإسلامية بغزة على تشكيل لجنة الحكم على أطروحة الباحث/ عبدالله ياسين حسن بعلوشة لنيل درجة الماجستير في كلية **الهندسة** قسم **هندسة الحاسوب** وموضوعها:

نحو نموذج للعمل الحر – قطاع غزة كحالة خاصة

Toward A Freelancing Business Model for Gaza Strip: A Case Study

وبعد المناقشة التي تمت اليوم الثلاثاء 13 رمضان 1436هـ، الموافق 2014/06/30م الساعة الثانية عشرة ظهراً، اجتمعت لجنة الحكم على الأطروحة والمكونة من:

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وبعد المداولة أوصت اللجنة بمنح الباحث درجة الماجستير في كلية **الهندسة**/ قسم وموضوعها: **هندسة الحاسوب**.

واللجنة إذ تمنحه هذه الدرجة فإنها توصيه بتقوى الله ولزوم طاعته وأن يسخر علمه في خدمة دينه ووطنه.

والله الموفق،،،

مساعد نائب الرئيس للبحث العلمي وللدراسات العليا

أ.د. فؤاد علي العاجز

Dedication

To …

o *The Teacher of all Teachers, **Prophet Muhammad**, Mercy be upon him.*

o *The Souls of all Martyrs.*

o *Our Beloved Country which our Hearts are hung to " **Palestine"***

o *The Symbol of Sacrifice, Faith and Giving, my first Teacher "**My Father"***

o *The Moon is Jealous from the light of their face; Allah made Paradise under their feet, their Blessings are the secret of our success "**My Mother"***

o *The Fine Hearts that our Happiness cannot be completed without them, those who shared our Happiness and Sadness all our lives "**My Brothers & Sisters"***

o *My meritorious supervisor **Dr. Aiman Ahmad Abu Samra**.*

Abstract

E-Commerce in Palestine and particularly in Gaza has been suffering a lot during the last years. As the years pass, the number of unemployed graduates greatly increases. If these unemployed get a chance to play the role of being a productive workforce, then this would enrich the national economy and reduce unemployment rate. E-Commerce and Freelancing provide an ideal systematic solution for graduates' unemployment, and provide timely income flow with some conditions. This research looks in the main reasons that prevent citizens in Gaza Strip from dealing with E-Commerce and Freelancing work in spite of the promised benefits and solutions offered by freelancing for many of the hardships that Gaza people suffer, like siege and unemployment. Data collection was done through workshops and by questionnaires. The workshops included experienced freelancers who proposed a model for a successful freelancer, and they mentioned the obstacles that faced beginner freelancers and how to overcome them. One main objective achieved in the workshops especially in university was to explain the idea of freelancing, its principles and how to work through it, as well as the reasons for failure and the roads leading to success as seen by specialists who are successful in freelancing. At the same time, the books that draw a model for successful freelancers were analyzed. Finally we designed a questionnaire that gives an indication about each and every point in the research. After that we collect each data source and connect them with each other. The results point out the reasons for failure and set up steps leading to success. The steps set up as leading to success are listed in a simple model with explanations, supported with questionnaire results and recommendations for those concerned.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

E-Commerce, EC or Electronic Commerce is a methodology of modern business which addresses the need of business organizations. In other words E-commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the Internet. According to the editor-in-chief of International Journal of Electronic Commerce, Vladimir Zwass, "Electronic commerce is sharing business information, maintaining business relationships and conducting business transactions by means of telecommunications networks" [1].

1.2 Overview

Even today, electronic commerce (e-commerce) remains a relatively new, emerging and constantly changing area of business management and information technology. E-Commerce process by browsing the customer goods or by ordering a specific order with specific properties. Then the website checks the way that will pay money with it and checks that you really have money and could pay as soon as it checks your personality. That's the first step we do not go beyond. After that the company or person who meets the proposed requirements provides an offer for the customer. Customer choose someone and contract with him. Finally the customer makes a quality check and then receives the goods and send the money. Freelance contains four major stages starting from the customer who needs an electronic technology project, expert, professional and trusted electronic or computer engineer. The search state and finding this one is hard, not guaranteed and time consuming. As soon as those experts don't have any way to find those who searching for them and it's hard to convince them that they are capable to do what they want. Also freelance websites solve many other problems of safety, security and connect the employer or work-holder with worker. Second stage is make an agreement that states that the electronic or computer engineer has to make a list of applicants in a specific time with a specific price with guarantees. Third stage contains many sub-stages of supervise the work and develop it as required. Fourth stage is the last stage that states the "worker" will deliver the required work to the "work-holder" and the "work-holder" will check that's the required worker? Since he will, upon this, send the money to the "worker".

These stages if worked fine will give a chance for all and will find opportunities for a lot of university graduates. It is clear from the statistics that it works fine in Western Europe, United States and Japan. Nabbesh website [67] statistics about Middle East shows that 60% from the freelancers in 2014 were from UAE, 12% are from Lebanon, 5% are from Egypt, 5% are from Jordan, 2.5% are from Saudi Arabia and 15.5% others. In this research we are looking for the barriers and suggesting solutions for e-commerce and freelancing in Palestine especially in Gaza Strip.

1.2.1 The Research Approach

In this research we study freelance process, its benefits, limitations, barriers and how to develop it. We also study the implications on our case study region Gaza Strip. A lot of questions need answers especially if you know that the number of freelancers on a freelance website in Palestine is more than double in other countries. We will study the details of freelance to search for the problem and propose solutions to avoid them.

The economic revolution of the world built over the e-commerce and freelance in these days lead the innovation in the world.

1.2.2 Background of the Study

According to the editor-in-chief of International Journal of Electronic Commerce, Vladimir Zwass, electronic commerce has existed for over 57 years, originating from the electronic transmission of messages during the Berlin airlift in 1948 [2]. From this, electronic data interchange (EDI) was the next stage of e-commerce development. In the 1960s a cooperative effort between industry groups produced a first attempt at common electronic data formats. The formats, however, were only for purchasing, transportation and finance data, and were used primarily for intra-industry transactions. It was not until the late 1970s that work began for national Electronic Data Interchange (EDI) standards, which developed well into the early 1990s.

1.2.3 Motivation of the Study

Freelance has many motivations:

1. Reduce unemployment rate: The economic situation in Palestine in general and especially in Gaza is not a secret to anyone; it is from bad to worse. Even the statistical reporting cannot guess so badly here and the reasons are many: start

with the Israeli occupation, the siege, wars every year or two, destroyed houses, companies and factories destroyed, and the growing numbers of graduates each year on the top of the iceberg of economic disaster situation.

2. Supporting local market: Shopping online your preferred products and reserve them then buy them. In fact Palestine in general and especially in Gaza are out of any rule since government employees were not paid full salary for almost a year, the market needed to be refreshed or new techniques like freelance be introduced.

3. Propose a solution model for freelance in Palestine and Gaza. Freelancing also saves time, effort and money.

1.2.4 Objective of the Study

The main objective of the study is to find the relation between successful freelancing with gender, age, marital status, financial situation. Also the influence of plan study of fresh-graduate students on their ability to work as Freelancers. These relations lead to get a model for E-commerce's and Freelancers.

1.2.5 Problem Discussion

The problem is which stages of the process are crippling freelancing in Gaza and how to avoid them. How could that stage of freelance problem change from a weak point to a strength point?

What stages missed in Middle East and Africa which make the percentage of freelancers doesn't exceed 2.5% from the whole world economic in electronic commerce. In other worlds what shall we do to develop freelance in the Middle East especially in Gaza? Does the crisis of electricity constitute a barrier? What about telecommunication poor infrastructure?

1.2.6 Research Question

The research objective is to analyze the present status of freelance in Gaza and suggest any improvement as required for freelancing. So the main research question is:

➢ What are the main factors to upgrade freelance market?

➢ What are the problems of freelance in Gaza?

➢ How to improve freelance market in Gaza?

1.2.7 Research Contribution:

1. Study Freelancing market in Gaza Strip improvement barriers and resistors.
2. Strong positive correlation between soft skills and successful freelancing.
3. Obvious relationship between marital status, age, fluent English and successful freelancing.
4. Create a freelancing model.
5. This model could be taken by beginner freelancers in Gaza.

1.2.8 Structure of the Study

This dissertation is organized into 5 chapters as shown in figure 1-1.

Chapter (1) INTRODUCTION

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Chapter (2) Literature Review

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Chapter (3) Methodology

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Chapter (4) Data Analysis

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CHAPTER (5) Conclusions
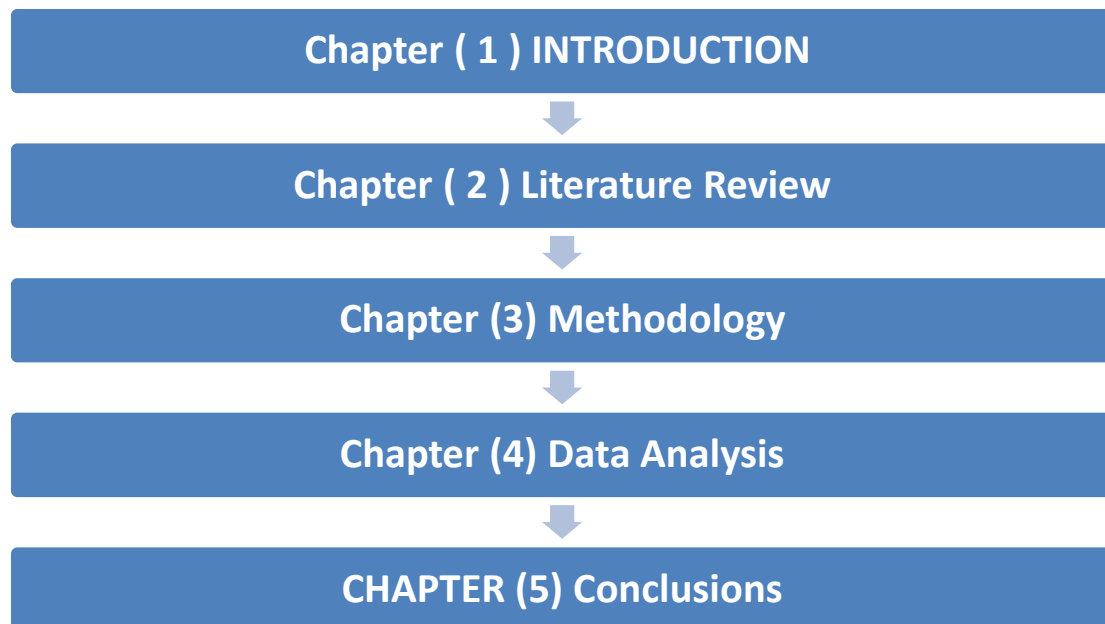
Figure 1-1 Study structure

The methodology of this research started from a survey, questionnaire with successful start-up companies, interviews with experts in freelance, unsuccessful startup companies and search using freelance websites then data collection. After that we will analyze success and failure factors, market size and capability of the market to digest freelance. We will make seminars and explain our point of view and research results

and try to convince start-up companies study the impact of the result on the market. Our research begins from studying the market and freelance concepts and how could it be applicable in Gaza.

In this research, we will focus on the analysis of the current situation of Gaza companies and start-up companies as shown in figure 1-2.

Figure 1-2 Research methodology

Furthermore, some hypotheses will be verified and validated through the empirical data.

These hypotheses are:

Hypothesis 1:

Integrate soft skills must be implemented in study plan for universities of Gaza as courses.

Hypothesis 2:

Integrate English Conversation skills must be implemented in study plan for universities of Gaza as courses.

Hypothesis 3:

Freelancer must have an experience in some field even if it's not his university study field.

Hypothesis 4:

Persons who want to work in the field of Freelancing should preferably be less than 35 years old because their motivation will be the largest.

Hypothesis 5:

In Freelancing it doesn't matter what your gender is, this area is open versa significantly for females.

Hypothesis 6:

Work as a Freelancer is better than working in an official governmental work.

Hypothesis 7:

First Freelancing job may come after 3 months.

Hypothesis 8:

Work in Freelancing after graduation is better than working while studying at university.

Hypothesis 9:

Experience needed for Freelancing comes from special courses.

Hypothesis 10:

To start work in Freelance while you are single is better.

Hypothesis 11:

Time and place are significant to work in Freelance.

Hypothesis 12:

Cover letter is very important in work Freelance.

Hypothesis 13:

Successful Freelancer must care with his rank.

Hypothesis 14:

Project quality and delivery date is very important.

Hypothesis 15:

Make professional cover letter is too important to be a successful freelancer.

1.3 Purpose

Apply the youth demands, as they are looking for earning money, getting jobs, saving time, effort and participate in community-building. Indeed this research will reach to design a model for a successful freelancer, the question a lot of unemployed graduates search for its answer will be discussed and solved in this research. Starting with university courses and plan studies discussion showing the weakness and how to avoid it. Passing through technical skill, improving it, and soft skills importance and how to enhance them. Finally studying the relation between freelancer and financial situation, marital status and conclude the best possible situation for successful freelancer.

1.4 Scope

This research examines several cases of freelancing. The first is the successful freelancing and its causes. The second case is non-successful freelancing and its causes. This research studies many case studies of successful and non-successful freelancing. This research aimed to put a successful freelancer model.

CHAPTER 2:
LITERATURE REVIEW

2.1 E-Commerce

E-Commerce or Electronics Commerce is a methodology of modern business which addresses the need of business organizations, vendors and customers to reduce cost and improve the quality of goods and services while increasing the speed of delivery [2]. E-commerce refers to the replacement of paper exchange of business information with electronic ways using emails, credit cards and network based technologies.

2.1.1 Basics of Freelance E-Commerce and

The system is a program that controls inputs to get right output and save, update, show data on program interface with ease way which make it familiar and user friendly program. It has a lot of users which mean many interfaces permissions and use work flow of data to transfer requests. Many researchers studied Freelance benefits, role and effects on the economy and graduates. [3]. A researcher developed integrating three kinds of Electronic Commerce sales styles including Business to Consumer, Business to Business and Consumer to Consumer [4]. E-Commerce and Freelance process strategy reset by use telephone number as a payment method instead of credit card, electronic money wallet, and on-line depositing [5] [6]. Another approach to establish and evaluate pricing business process in E-Commerce and Freelance which investigates an evaluation criterion before and after process reengineering with practical method [7]. The variety of technologies used to create some applications lead to problems in security of E-Commerce and Freelance. To solve this problem many researchers analyzes the security technology of electronic commerce in their research [8] [9] [10]. E-Commerce and Freelance have many influence factors and tendency of E-Commerce and Freelance from critical point of views such as application scope, design goals, system development, information technology, information meaning, design method, intelligent level and system safety [11]. E-Commerce and Freelance was in its beginning in 2002 with $6 billion, reached to $10 billion in 2004, or $22 billion in 2006. As reported in United Nations Conference on Trade and Development UNCTAD-2002 have troubles as Shu LIU and Hong liang JIANG show in their research which studies the problems of E-Commerce [12] [13]. Note that the report of UNCTAD says that the Chinese market is the second big market, what shall we say?! [25]

An analysis of disadvantages of marketing channel conflict under the environment of electronic commerce leads to understand E-Commerce marketing concept and enhance the way to put solutions [14].

2.1.2 E-Commerce in World

Amazon.net sales 2001-2012 increased (USD billions) from $2.5 billion to $61 billion – ~43% outside North America which means that's E-Commerce in the world is growing too fast.
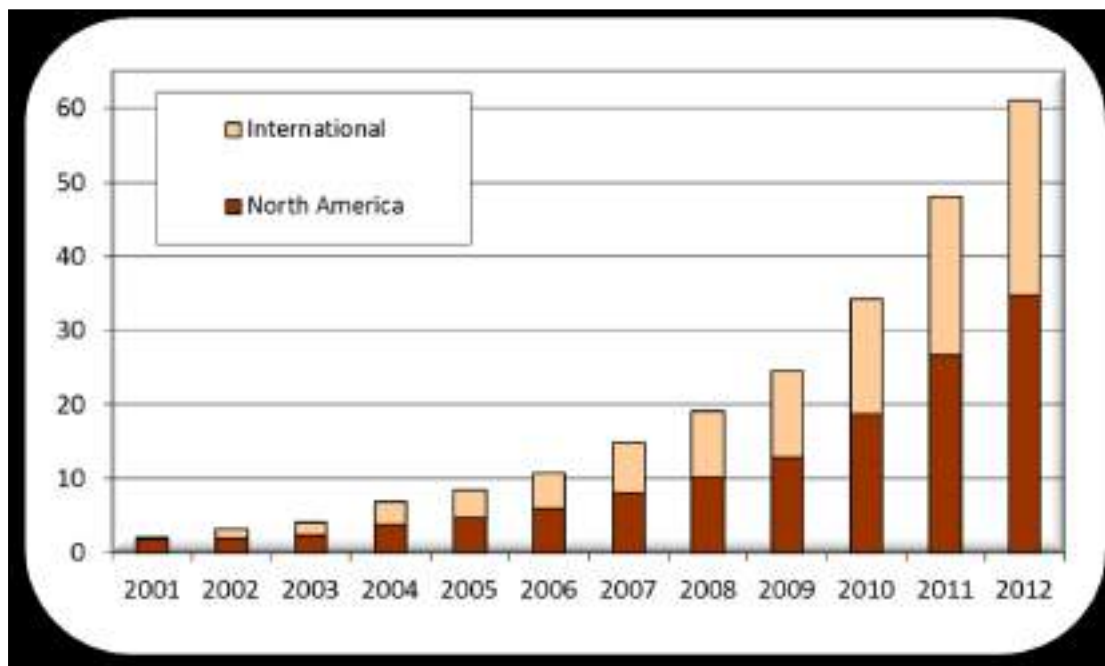
Figure 2-2 Amazon.net Sales 2001-2012

Growth estimates from eMarketer report that business-to-consumer (B2C) e-commerce sales worldwide reached $1.5 trillion in 2014, $9 billion is the volume of B2C ecommerce sales in Middle East and North Africa.

Roni Bhowmik looks at the future of electronic commerce in Bangladesh analysis with present country conditions and conclude that infrastructure is essential, internet connection and maintenance is required for development.[2] United Nations Conference on Trade and Development – UNCTAD- have a yearly report named Trade and Development Report that studies many issues like vulnerability to trade, vulnerability to financial instability, E-Commerce around the world, and gender, E-commerce and development [25]. Nielson global report studied a question of E-

Commerce evolution or revolution in the fast moving consumer goods world? [1] It also studied the E-Commerce around the world, made surveys about the different percentage between online browsing and online buying in 60 countries with specific strategy in many units in all categories, how much emerging markets race effects on embrace e-commerce, categories future and which will grow, age matters with digital shoppers – E-Commerce and the tipping point for online consumables. Many reports studied the Middle East internet and B2C E-Commerce. [26] Opportunities and challenges for small and medium-sized enterprises of E-Commerce in developing countries. [27] It states that high-quality and reliable transactions over the internet need advanced telecommunications systems also requires an enabling environment where competition between telecommunications providers is robust and governments can play a vital role. PayPal reports E-Commerce between 2012 -2015 in the Middle East. The Global Evolution of Digital Commerce and MENA E-Commerce it focuses on size of E-Commerce market, barriers and opportunities to E-Commerce adoption in the region and highlighting unique aspects of each country regarding e-commerce [28]. In a study of E-Commerce in Nigeria banking industry, they found that the bank with e-commerce was more successful, since e-commerce makes the customers and clients more satisfied [29].

2.1.3 E-Commerce in Middle East

The E-commerce industry in the Middle East has shown significant growth. The UAE government is contributing its best to create an efficient e-commerce environment that allows online shoppers to explore, make-use-of, and utilize at convenience. Go-Gulf.com shows that only 15% of businesses in Middle East have an online presence which means there is still lot of scope for growth for the E-commerce industry. Majority of online shoppers (52-53%) in Middle East are older than 26. Cash on Delivery is the most popular payment method and used for 70-80% of online purchases of physical goods. Online gaming is the most popular online shopping category followed by Computer Software. 66% of online users use internet to research new products and 64% prefer online shopping for better offers. "eMarketer" statistic about each country and E-Commerce sales.
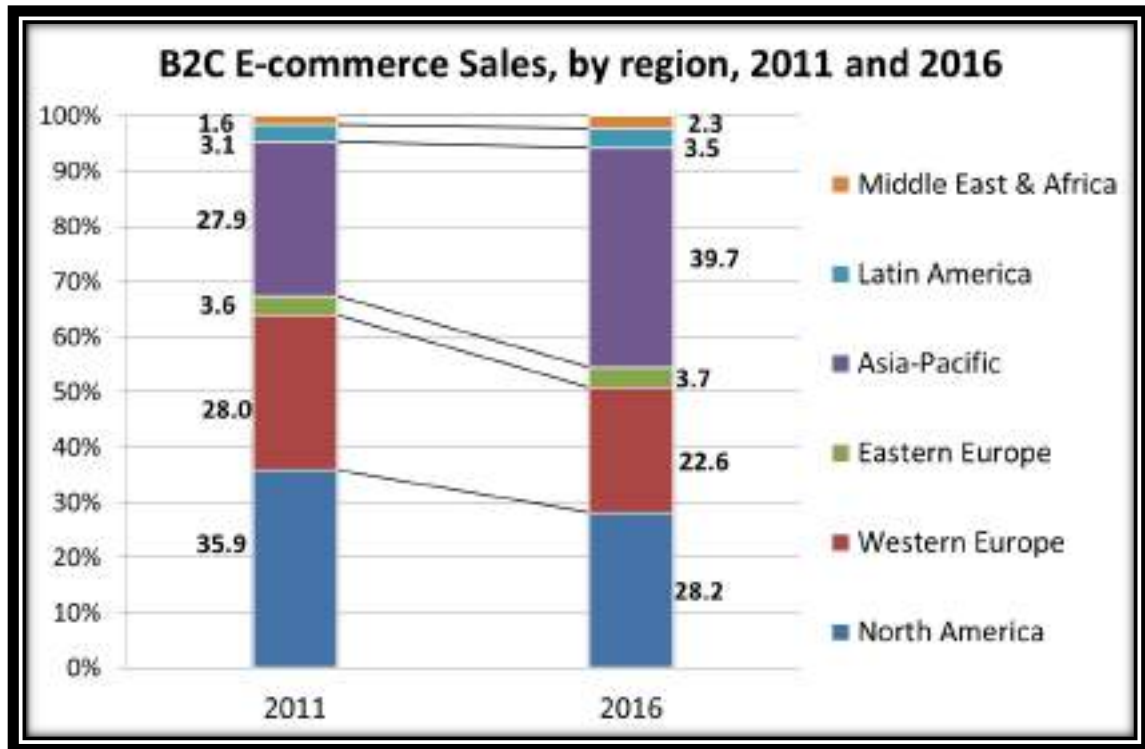
Figure 2-1   B2C E-Commerce Sales by region, 2011 and 2016

That's e-commerce situation in Middle East. Algeria case study of a research studies the Obstacles to the development of electronic commerce in the Middle East [20]. This research analysis e-commerce in Middle East, studies e-commerce situation in Middle East with focusing on Algeria as a case study of a research, searching in the obstacles. The research guides to telecommunication and information revolution leads to e-commerce. As soon as e-commerce needs electronic infrastructure, legal and legislative environment, and the availability of human resources. The search recommended giving the importance of the telecommunications sector and information technology, especially in education plans. Work on the exploitation of e-commerce applications in various economic transactions, and drafting the necessary legislation for the protection of e-commerce workers. While Naffady and Thanaa' sees that The Middle East Arab e-commerce does not have a significant presence on the global map, and its figures are negligible, compared to the rest of the world, and the researcher returned that to several reasons, including: the low level of knowledge of technology, the low-income level, and the lack of bank regulation, such as payment tools that are appropriate to e-commerce [21] [22] [23] [24].

2.1.4 E-Commerce in Gaza and Palestine

Internet world statistics site internet penetration in Middle East to the end of 2014 reaches to 48% which is more than the world's average of 42.3%. According to Palestinian Central Bureau of Statistics the percentage of establishments using computer being 22.4% in Gaza Strip and 32.7% in West Bank. While the percentage of establishments using internet is 18.5% in Gaza Strip and 21.3% in West Bank. Meanwhile the number of employees who are using computer per 100 employees is 21% in Gaza Strip and 32% in West Bank. And number of employees who are using internet per 100 employees is 19% in Gaza Strip and 24% in West Bank. About 38.6% make information search and getting information about goods and services by means of e-commerce. In a master thesis titled: "The Reality of E-Commerce in Palestine and Future Challenges" statistics state that the main three reasons that's a lot doesn't deal with e-commerce were the lack of a way to pay for e-commerce, lack of confidence and fear of dealing with e-commerce sites, and the difficulty of obtaining purchases due to the siege [15]. The understanding of e-commerce concept was 68% in Gaza Strip and 71.8% in West Bank. Whereas 63.8% from Gaza Strip sample had prior knowledge of how the shopping and buying online and 60.8% from West Bank sample. The knowledge of the sites and companies doing e-commerce in Gaza Strip were 56.8% and 60.2% in West Bank. About the knowledge of the technical requirements for the application of e-commerce 55.8% were having this knowledge from Gaza Strip and 57.2% from West Bank. Concerning the knowledge of the laws and regulations of e-commerce the statistic state that 47.4% knew its importance from Gaza Strip and 60.4% from west bank. Concluding with a very important point that connects communication with language in one question was: "Do you have any problem in dealing with e-commerce because of the English language?" 58.6% from Gaza Strip had no problem while 56.6% from West Bank had no problem. On another side two questions were: "Can the adoption of electronic contract in litigation?" and "Did control and attention of the government on the e-commerce operations make any sense in e-commerce situation in Palestine?" had a contradiction between agree and disagree with fifty percent of the whole sample. Ali Shaheen in his research titled "E-Payment Methods, Risks and Means of Control on Payment Systems - Bank of Palestine Case Study -" [16] This research studies e-commerce concept, types, tools, control and challenges in

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Bank of Palestine. Banking business revolution increases the competition and pressure to produce new techniques like e-commerce, e-business and e-payment ways. They recommended support to e-banking methods and its governmental concept to build it. Practical study on public banks in the Gaza Strip studied the implementation methods of e-commerce systems and accounting settlement operations bless them[17] stats that the size of dealing with e-commerce with the availability of some weak fundamentals, rules and infrastructure, due to lack of experience and lack of professional cadre of specialists. About the importance of electronic banks in the Gaza Strip and the obstacles to its deployment Rushdy Wady [18] says that the lack of administrative and human resources, which has qualified scientific and field expertise, both in terms of computer uses, language, and lack of appropriate environment provides for the exercise of e-commerce, such as telecommunications and Internet users, and the problems of dealing with foreign websites, was one of the main obstacles to the spread of e-commerce in Palestine. About the governmental and Ministry of National Economy role there is a research titled "Critical Review of the Draft Exchanges of E-Commerce Law and Regulation of Electronic Signature" [19]. This research states that this study aims to evaluate the draft e-commerce and signatures law that have been prepared by the Ministry of National Economy, and stand on the shortcomings there in, and put the suggestions and recommendations for their development in order to reach a legal environment for the exercise of e-commerce in Palestine, are the most important recommendations to issue a unified law includes exchanges and e-commerce law and electronic signatures in order to ease the financial burden on the Palestinian Authority.

This section studied e-commerce market situation in Gaza Strip. Gaza Strip situation is different because it falls under occupation, inner division and doesn't have any local economy.

Studying the motives of freelancing and e-commerce in the Arab world and the Gaza Strip as a special case, so long as the Gaza Strip is a private sector in many of the humanitarian, political, psychological and strategic situations. Because it is under Israeli occupation, which destroyed the political and economic entity. Israeli occupation spread unemployment and destroyed the minds and effort of many.

2.1.5 Similar studies

Many books that studied freelancing and success points put some solutions, and some of them studied specific points in freelancing way. In this section we are going to explore some books and study their strategy and model and discuss them.

1) "A Way to Work in Freelance" book written by Ameer Shurab:

After showing the meaning of freelancing and the concept meaning, why some people prefer it and others do not. He explains that the work in freelance needs many basics before looking to enhance and improve you skills and experiences [45]. This book examined the credibility of several hypotheses.

Freelancer Basics:

1. Personal Profile:

This point is studying the validity of the twelfth hypothesis. First step in any work, university new registration, and freelance job is your personal profile which speaks about you. It has your message and obliges the employer to select you. As many books show, your profile must have your previous jobs, your experiences, C.V and others. In your profile don't neglect any small point, it may make you accepted, or neglecting this point makes you neglected.

2. Cover Letter

Cover letter is a proof that's you are interested in this job and deserve it but that's not sufficient. Deserving must be accumulated with your ability proof, since many other freelancers think that they are deserving it also, and here is the first part of your competition. You have to read every word in the project title and description, that's so simple but important. Then you have to understand it and put your explanations that's important, since it makes the employer satisfied. Finally make an offer.

Cover letter includes five main points:

      a) Talk in a brief about your skills and experiences.

      b) Show the Motivation.

      c) Show your previous works.

      d) Avoid spelling errors.

      e) Don't forget thanking the employer for his time.

3. Time

You have to estimate project time and make a sense in it. Make a time schedule and divide the project to stages; this will come by experience. Put more spare time, for the time will be lost for a reason you don't know. This point studied the validity of the eleventh hypothesis.

4. Build Your Own Template for Pricing

Time needed, price per hour and total project cost have a cumulative relationship. Translated in an equation since the equation formula is:

Job work hours × Price per hour = Project cost.

5. Patience is a Freelancing Key

Each simple stage needs more patience than the previous. After all that you will not earn the competition from the first job. Many successful freelancers earn their first job after 4 weeks or more, so be as patient as you can.

Figure 3-8 Freelancers Basics

That was the first part to be a successful freelancer, note that is not sufficient

<u>Freelancer Needed Skills:</u>

1. Communications Skills

Social relationships pay even in freelancing. Dealing strictly with your employer will make you lose your job. If you are not lucky you will lose your rate also. You need to be clear, polite, explicit, brief and precise in what you require and offer. In other words good communication is the basis for lasting relationships. This point studied the validity of the first hypothesis.

2. Negotiation and Persuasion Skills

Negotiation is a mutual process of discussion between the two parties to reach a compromise between conflicting interests in a manner satisfactory to both parties. While persuasion is thoughtful voltage regulation which uses different means to influence the opinions of others and their ideas so that it makes them accept and agree with the point of view on a particular subject.

Negotiation and persuasion make power with its seven sources: the need, options, time, relationships, credibility, knowledge and skills.

The mechanisms used here are:

- Ask for more than you expect to get.
- Show surprise and stunned at first offer.
- Do not say yes to the first offer whatever.
- Do not make your first waiver great.
- Do not give up on negotiating until you get something in return.
- Do not start and don't agree to split the financial difference.
- Use the methods of persuasion supported and substantiated arguments or some of the meanings and connotations short stories.

3. Time Management Skills

Some people may go on and on about how schedules or routines don't allow for creativity or spontaneity – and that may certainly be true in some circumstances. However in overall situations, people who don't follow a schedule are prone to miss appointments, procrastinate, live or work in a disorganized environment, and haphazardly complete assignments. It's a complete formula for disaster. If you want to succeed however, you must understand the value of following a schedule. This point studied the validity of the fourteenth hypothesis.

2) Miles Bruke the Author of "Principles of Successful Freelancing" Divide Skills Needed to Successful Freelancing into Four Main Skills:

1. Technical Skills: It is the experience in the field you are going to work in. For a developer, possessing technical skills means that you're technically competent in

your language or languages of choice: PHP, Ruby on Rails, Microsoft .NET, and the like.

2. Business Skills: It is the skills needed to succeed in any business. A skill needs a solid understanding of cash flow, marketing, time management, customer service, and other areas.

3. Organizational Skills: Your ability to be well organized, or at the very least to keep on top of those dreary administrative duties, will be paramount to your success.

4. Interpersonal Skills: It means soft skills, since productive interaction with clients and prospective clients, not to mention your suppliers, will become a crucial part of your success, so embrace human contact and be personable.

The author adds also one main sensitive point that's typically, though, these are the predominant personality traits and abilities you'll be likely to find in a successful freelancer:

❖ Ambition
❖ An aptitude for problem solving
❖ Courage
❖ A mature outlook
❖ A high level of communication skills
❖ A strong work ethic
❖ Perfectionism
❖ A professional attitude
❖ Self-confidence

In real-life terms, this means that to be a successful freelancer, you should be able to find resonance in many of the following characteristics; ideally, you:

❖ Believe organization includes keeping the workspace tidy and planning ahead.
❖ Form short-term and long-term plans, preferably detailed on paper.
❖ Remain calm and able to work through issues in times of stress.

❖ Are able to handle a high level of responsibility.

❖ Understand that research goes beyond a two-minute Google search.

❖ Appreciate the role of financial planning.

❖ Are passionate about design or development, or both.

❖ Understand that budgeting means planning ahead, not spending every cent as it comes in.

❖ Value your health as important, so that you exercise and get regular checkups.

❖ Consider freelancing because you believe you can be successful, not just to escape your current job.

❖ Understand selling and embrace the process.

❖ Have a good support network of family and friends.

❖ Acknowledge that cash flow is vital to success.

❖ Appreciate that education is a continual process, not a once-off effort to gain a qualification.

❖ Plan towards gaining a work–life balance, and not work round the clock.

❖ Realize that customer service is about empathy and understanding, not just saying sorry after the fact.

3) Freelance and Payoneer:

Payoneer is an international money transfers for small medium businesses and professionals. Payoneer provides also E-trailers and merchants since Payoneer collection bank accounts enable you to easily receive payment for goods. Payoneer have freelancers and service providers which enable withdraw earnings from leading freelance marketplaces, or receive direct money transfers. In a survey for Payoneer in North America, Latin America, Europe, Asia, Middle East and Africa discussed multiple issues and here the survey results [47].

In Freelancer Income Survey made by Payoneer in 2015
▪ The worldwide average hourly rate charged by freelancers is $21.
▪ More than half of paid clients are located in the Americas.

- Freelancers providing legal services charge more than any other service ($31 per hour).

- Over three quarters of respondents are male (78%).

- Male freelancers charge an average of $20.97, while female professionals are charging $20.26.

- Individuals working at companies charge 5% more than freelancers working independently at home.

- Freelance professionals work an average of 36 hours per week (7 hours per day for a 5-day work week).

- The worldwide income satisfaction level of freelancers is 46%.

- Freelancers providing legal services work the most hours a week and also hold the highest level of income satisfaction.

- Freelancers who work in the field of writing & translation have the lowest level of income satisfaction but also have the fewest hours of work per week.

- Over 80% of the professionals surveyed work on 1 to 3 jobs at a time.

- Almost half of freelancers find projects via online marketplaces.

- The preferred social media channel to promote freelancing skills is Facebook.

- 85% of freelancers are in their twenties and thirties.

- 55% of freelancers have a university degree.

- Level of education does not have a direct correlation to charging a higher rate for freelance jobs.

2.1.6 Benefits of Freelance

The benefits of freelance emerge in each part of freelancer life, economics and business. In Australia the average salary for a Web Developer is AU$54,761 per year but in Egypt a web developer earns an average salary of EGP 45,162 per year. Note that AU$1 equals 5.97 EGP which means Australian developer earns 7 times what Egyptian developer earns. Did you know that's China this big, fabulous country exports all design works to nearby countries like Malaysia? Did you know that the number of experts in some field like web development exceeds the local market needs many times? That's just like some people have water more than they need and others are dying by thirst. Freelance is a tool for IT- Justice.

a) For Consumers

When you want to buy a T-Shirt you will go to a market that offers maximum number of T-Shirt models with minimum cost that's the logic sound. Freelance gets all the markets offer all-over the world and brings it to you. And all you have to do is selecting. It is wonder, isn't? This possibly happen because at present, many sellers "use Internet sites as shop fronts" Robert Dunn (2008), so that "The consumer can browse and buy from many different sellers, making it easier to find exactly what they are looking for." Robert Dunn (2008) [30].

Freelance gives greater control to consumer by providing easy-to-use ordering systems that allow customers to choose and order products according to their personal and unique specifications.

It also enables consumers to perform price comparison, so that they can make more appropriate purchasing decisions. "Freelance makes information on products and the market as a whole readily available and accessible, and increases price transparency, which enables customers to make more appropriate purchasing decisions." [31].

Consumers can save their time because they can have access to their money from home through Internet and work all from their personal computer. "Transactions can be handled over the Internet instantaneously without high response times, most of the times much faster than offline systems." [32] Amol Vyavhare (2007)

Freelance can offer maximum convenience to consumers because they can visit various online storefronts to compare prices and make purchases without having to leave their homes or offices. "People can buy goods with a click of mouse button without moving out of their house or office." [33] Ms. Bijal N. Zaveri (2008)

b) For Customers

Unemployment is a big problem that draws the world's concern and worries. Since the number of graduates increases every day. In Gaza and in many regions all over the world they look at your experience. They don't look at what are you able to do? That's if you don't have experience and if have experience you will wait your opportunity. Freelance have a solution since it offers multiple choices and you will choose one. With freelance, the customer have a better opportunity to market his product and get more

sales and recommendations. Freelance also enables customer to sell product with higher price. In addition he can reach the global market.

Monitoring customer buying and habits and interest "Internet technologies also permit sellers to track the interests and preferences of their customers with the customer's permission and then use this information to build an ongoing relationship with the customer by customizing products and services to meet the customer's needs." William King (2006) [34].

C) For Society

Freelance has also many benefits to the society. Commerce helps reducing cost of products so less affluent people can also afford the products. Firstly customers need not to travel to shop a product, thus less traffic on road and low air pollution. Also consumer does not need to travel to open a shop and the operational cost will decrease because the inventory management will be on the web-based management system with reduction in the cost.

"Specifically, e-commerce replaces the manual business processes with their automated electronic equivalents to accelerate ordering, delivery and payment procedures. This electronic paradigm has saved businesses billions in operational and inventory costs." Rafay Ali (2004) [35].

Freelance has enabled access to services and products to rural areas as well which are otherwise not available to them. Freelance helps government to deliver public services like health care, education, social services at reduced cost and in improved way.

2.2 Freelancing Web Model

2.2.1 Freelancer.com

Freelancer is one of the highest ranked freelancing websites in Alexa database. It is actually in the top 500 sites all over the world and the FIRST of top 10 Freelancing websites [36].

How does Freelancer.com Work?

- Post any project you need done and receive bids from their talented freelancers within minutes. Compare their proposals and price, then select the best freelancer to complete your project.

- What are your benefits?

    - Receive hundreds of proposals to compare within minutes

    - Real-time chat, project collaboration and tracking of tasks

    - Pay for work safely and securely. Only release payment when 100% satisfied with the work provided! [38]

Figure 2-3 Freelancer Model

What are the best qualities of Freelancer.com?

1. Free market where you can buy and sell items and services
2. Referral bonus when you invite your friends to Freelancer.com and sign up for jobs.
3. Signing up to Freelancer email list will get you lots of job suggestions so that you can find great jobs sent to you by mail
4. Payment is based on millstones, suited to smaller jobs, good for project-based work

Now, what are the expected problems if you were using Freelancer.com?

1. First and the most important, payment options are not very flexible for some people. I mean that there is no "Direct wire money transfer" to your bank account.
2. Also, PayPal and Money Bookers are not supported in some countries. So, make sure that you check the payment option via Freelancer.com to make sure that they are valid for you before bidding for jobs.
3. Some postings are without any description.

4. Users can gain profile ratings by hiding negative ratings and having friends provide feedback, etc.

5. Lack of talent in pool.

2.2.2 Elance.com

Elance is a huge freelance marketplace that welcomes project posters and freelancers alike- in areas like creative writing, sales writing, website programming, logo design, research and much more. There are many benefits of using this site, whether you're a freelancer or a business owner who often finds himself or herself looking for talented providers.

How does Elance work?

*   Post a Job

    It's free and takes minutes. Describe the work you need, and talented freelancers apply instantly with proposals.

*   Get recommendations

    They analyze your requirements and recommend freelancers that are a great match for your job.

*   Hire your freelancer

    View promising candidates, read job proposals and check out portfolios, ratings, test scores and more.

*   Start and finish, hassle free

    Start work the same day. They provide everything you need to manage your job, from collaboration tools to payments.

*   Enjoy payment protection

    They provide escrow services and time tracking software, helping ensure that you only pay for work you approve [39].

Figure 2-4 Elance Model

Below are the top ways in which Elance.com can benefit you

1.   The Ability to Screen Before You Buy/Provide:

    It doesn't matter whether you're a freelancer or a buyer - with Elance, you can
    check the prospective buyer or freelancer before you work with them. Elance
    has a pretty in-depth feedback system where clients and providers can rate each
    other on how satisfied they are with the work as far as quality, professionalism,
    communication, etc. This helps you ensure that you're getting the best
    freelancer, or that it's alright to work for a particular employer or client.

2. Categories:

    You don't have to compete with several other bids in many different categories
    with Elance. You can simply sign up under your preferred category and start
    looking for work in just that area. It's organized and easy to use. As a project
    poster, your project will be immediately visible by those who work in the
    particular category you chose.

3. Escrow:

    With the Elance escrow program, both parties can be assured that the transaction
    will go over well. The project poster can place the payment in escrow, to be
    delivered once he or she is satisfied with the work. The freelancer will see that
    the escrow payment is pending, so fears of not getting paid are lessened.

Following are the disadvantages of Elance

1   Elance is also not providing any guarantee in fixed price job. It totally depends on
     the buyers or sellers mutual understanding or communication.

2   Second thing is that there are so many jobs posted on Elance, which don't have any description and some of them are posted repeatedly. This is wastage of the time for both buyers and sellers.

2.2.3 Odesk.com

Odesk is easy, quick, and great resource for online jobs. Odesk is also one of the best 500 websites in the world and the second best freelancing website according to Alexa rank [**36**].

- Post a job

  - Post your job description to thousands of potential hires. You'll get applications from skilled candidates—often within minutes.

- Make a hire

  - Review work histories, client feedback, test scores, and portfolios to narrow down the field. Then set up a virtual interview to chat with and choose the best candidate.

- Track progress

  - Tracking your project is easy. Monitor activity, send messages, and review work-in-progress snapshots with their management tools.

- Pay without paperwork

  - Odesk handles all financial transactions, sending secure payments to freelancers across the globe. Use their work to review hours and we'll take care of the rest [40].

Figure 2-5 oDesk Model

Why should you choose Odesk??

1. Hundreds or even thousands of online jobs are posted every day.
2. Hourly jobs that pay freelancers per hour and insure their rights of payment in case of any dispute between freelancers and employers.
3. Mini job description below every job post to give a preview about the job and this feature can really help you to decide your level of interest in jobs.
4. Large network of developers, tools for tracking employees (keyboard, mouse activity, screenshots).

What are The Expected Problems with Odesk?

1. Fixed Jobs where employees pay you for the whole project unlike hourly jobs. The payment for this fixed job is not guaranteed by Odesk.
2. It takes long time to prepare your profile to look good.
3. Competition may make it harder for you to get your first job.
4. No limit on bids so jobs often reduce to pricing wars and quality.
5. Users can gain profile ratings by hiding negative ratings and having friends provide feedback, etc.

2.2.4 Khamsat.com

Khamsat is the first Arab market for buying and selling mini-services, Khamsat combining between Arab youth who are ready to provide services, and buyers who are willing to buy these services, and thus provides a suitable income for Arab youth and services distinctive.

How does Khamsat.com Works?

- Provide a service

  - Provide a service which agrees and conforms to the conditions of the website.

  - Your service will be available and visible to clients.

- Make a deal:

  - Make a deal with client who need your service.

  - When your earnings become more than $ 10 you can withdraw through PayPal.

2.2.5 Mostaql.com

Mostaql aims to create a platform for Arab entrepreneurs and companies contracting with independent professional freelancers to do their jobs, large and small. At the same time allows for independent professional freelancers place to find projects they are working and earning through it.

Mostaql platform is a subsidiary of the same company of Khamsat and is also similar to it, but the process is done here visa-versa. Since in Khamsat the freelancer or seller offers a service and the client buy it, while in Mostaql the buyer or project owner poses needs and freelancer achieves them.

How Mostaql.com Works?

- Add your project

  - Add your project details and skills needed to be done, and start to receive independent offers.

- Select an appropriate offer

  - Among the offers made for your project, select the appropriate offer to the requirements of the project and then start immediately the implementation phase.

- Receive the project.

- The independent you have chosen will work with you until the end of the project and hand it over fully as you wanted.

2.3 Comparison of Models:

Each website has its model, strategy, strength and weakness points. The project, may it be a fixed-price project or hourly project with milestones, hourly project monitor strategy and money deliver guarantee. Elance started in 1998, while Odesk started in 2003 and Freelancer started in 2004.

Table 2-1 Comparison of Models

	Elance	Odesk	Freelancer	Khamsat	Mostaql
Year started	1998	2003	2004	2010	2015
Total funding received	$78 million	$44 million	$40 million	Invisible	Invisible
Number of Freelancers	2 million	3.1 million	7 million	30,000	1848
Number of jobs posted	2.9 million	3.6 million	4.4 million	-	-
Cumulative Freelancer earnings estimate	$739 million	$920 million	$150 million	Invisible	Invisible
Minimum Bids allowed	40 bid per month for free memberships 100 per month for large company	60 bid per month for basic freelancer. 70 bid per month for plus freelancer.	8 bids for free members. 15 bid for intro members. 50 for basic members.	As could as you can if you rate more than 0.8	10 bids at the same time.
Maximum Bids allowed	Depend on freelancer level	Unlimited.	1500 bid per month for premium.	**15**	10 bids at the same time.

Note / Some of the figures in the infographic may be inaccurate because it was based only on publicly available information.

2.4 Research Model

Freelance is broadcast more and more in the world to make solutions for the global problems and unemployment. The number of freelancers gets bigger each day in many countries but in Palestine and Gaza it hardly increased for multiple of years ago [67].

2 LITERATURE REVIEW

This thesis is about the reasons behind that, and what is the possible solution, what is the best model that any unemployed graduated IT man could be a successful freelancer. Data is collected in this thesis using many sources. First of all what is the role of universities towards e-commerce and freelance problem? Are there any problems in the university study plans which prevent students from communicating with freelance? And if the universities have weak points, what are the weak points? Is it in the study plans of Gaza universities which prevent a graduate from working as a freelancer? We will find them out and put enhancement points which encourage graduates to work in freelancing. Then we will make a questionnaire for experienced freelancers in Gaza and make statistics, finally we will make a workshop to discuss these points with experienced freelancers from Gaza.

CHAPTER 3: METHODOLOGY

CHAPTER

3

3.1 Research Purpose

The main purpose of this research is very close to freelance purpose which acts to decrease unemployment, create new job chances, enhance national economy, and bring a lot of benefits.

3.2 Research Approach

Quantitative Versus Qualitative Research Approach:

Research approaches in education, engineering and the other social sciences are often divided into two main types: quantitative and qualitative methods. This section will see a simple comparison between those two main strands: 'quantitative approach' and 'qualitative approach', and what distinguishes quantitative from qualitative approaches.

While quantitative research involves numerical representation and manipulation observation for the purpose of describing and explaining the phenomena that those observation reflect, qualitative research on the other hand involves non-numerical examination and interpretation of observation for the purpose of discovering the underlying meaning and pattern of relationships. Qualitative research emphasizes the process and meaning that are not rigorously examined or measured, in term of quantity, amount of intensity or frequency and represented here with sample and non-numerical questionnaire questions. In contrast, quantitative study emphases measured analysis of causal relationships between variables, not processes and represented here with numerical questionnaire questions and workshop [41].

3.3 Research Strategy

There are five main research approaches that can be used in collecting and analyzing empirical evidences including survey, experiment, history, archival analysis and case study. To differentiate among various research approaches you have to identify the research question being asked. Each approach has advantages and disadvantages. Each research determines a research approach. In this research we will use university plan study, workshop conclusions, similar studies and questionnaire results.

3.3.1 Research Model

Research proposed model will be described now:

1. Improve your skills: skills used by a freelancer are divided into three types of skills. Soft skill is the main part of any business and life. It determines the relationship between any two persons. Any relation depends on soft skills, respect, communication skills, negotiation and others. Secondly improve your experience. To get a job you have to integrate your experience in your field. Use practical training and internet courses since the field experience extends every day. Your experience has to be up to date especially with the existence of others who update and integrate their experience every hour. After that improve your English skills because that's your way to contact others.

2. Register in Freelance websites: register in one of the freelancer preferred websites like oDesk, elance or freelancer.

3. Use your skills: use your skill to hunt jobs. Use your skills in writing your cover letter which enables you to make a perfect bid. You have to read the offered job description carefully, some employers examine that by asking to write a word like Coffee at the beginning of your bid. Also use your soft skills to show respect and interest in offered job. Note that people who have skills, without soft skills will lose a lot of offers. English is your way to express about all of previous skills and interest to get the job. Many employers will refuse your bid because you don't have English writing or conversation skills. Finally for any job, you have to be patient and positive.

3.4 Freelance in Gaza -Random Sample –

Freelance is a new market in Gaza. Until now the number of freelancers in Gaza seems to be too small if compared with the number of unemployed graduates. Freelance in Gaza has many problems, starting with the occupation and ending with the political situation passing with cash delivery grantee and so on. Freelance is the beautiful E-Commerce acceptable face here. Since in Elance.com for example there are 91 Freelancers from Gaza; note that 5 of them have a wrong title or semi-title to Gaza with error percentage of 5.5%. They are distributed in all fields like Web Developers, Desktop Developers, Database admins, Designers, Translators, and Marketing Experts. 3.4% are companies, 6.82% are data entries, 31.8% are designers, 4.5% are desktop developers, 3.4% are market men, 2.27% phone software developers, 1.48% translators,

26.1% are web Developers , 4.54% are quality assurance, 4.54% are civil and electrical engineering and 5.65% others.
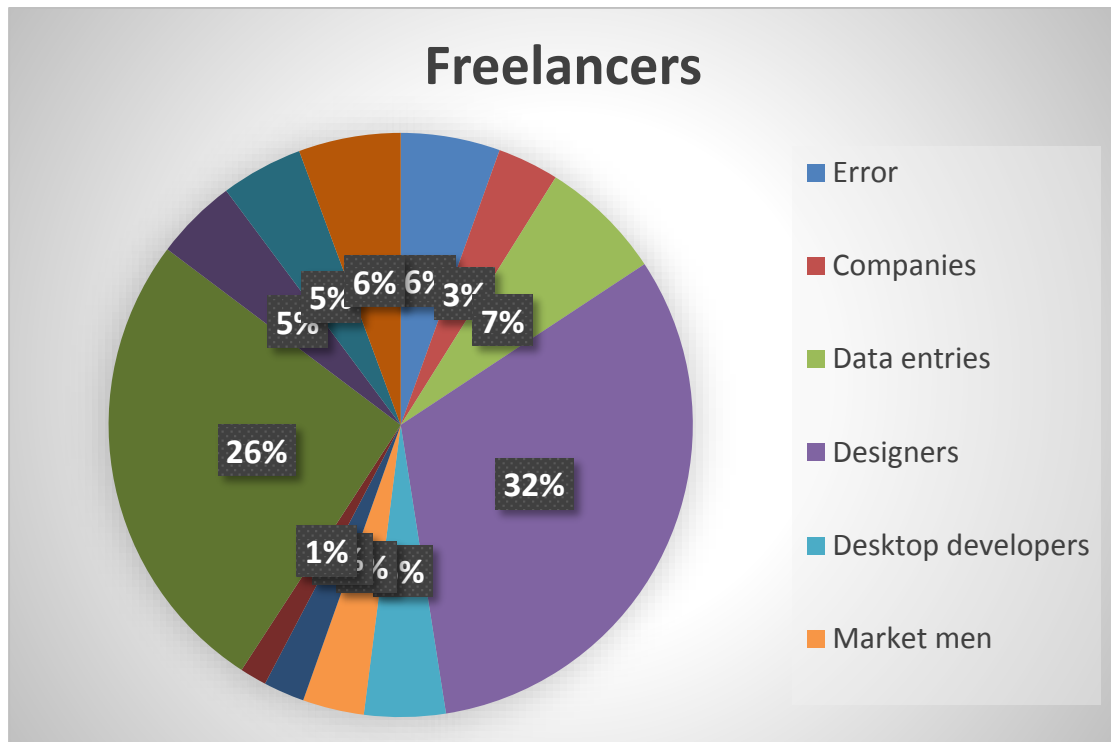
Figure 3-1 Categorized Freelancers

To examine the validity of the fifth hypothesis. Another statistic that studies the gender, we found that 25% from Gaza freelancers are females, 62% are males and 13% are companies which means that freelancer in Gaza is not chosen on the basis of gender.
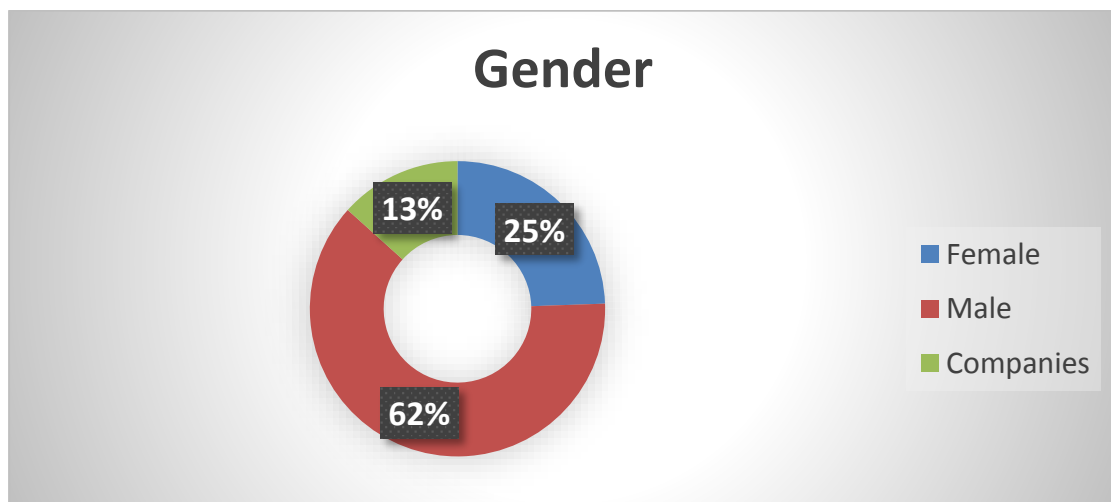
Figure 3-2 Freelancers Categorized by Gender

91% from the freelancers are working individually and just 9% works in a companies
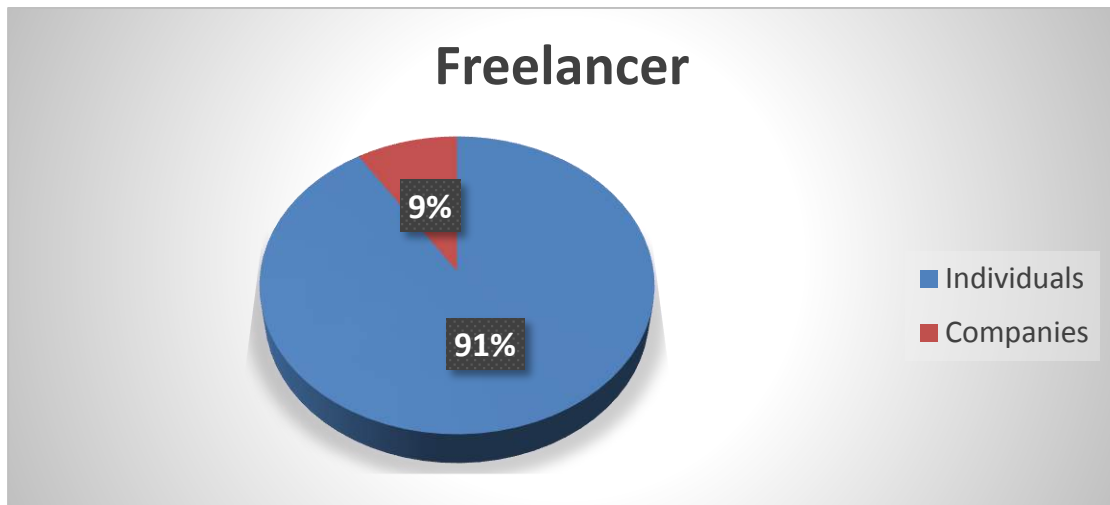
Figure 3-3 Freelancers Categorized Individual or Company

To examine the validity of the fourth hypothesis. Another statistic studies the age we found that 94% from the freelancers are less than 35 years old and just 6% are more than 35 years old.
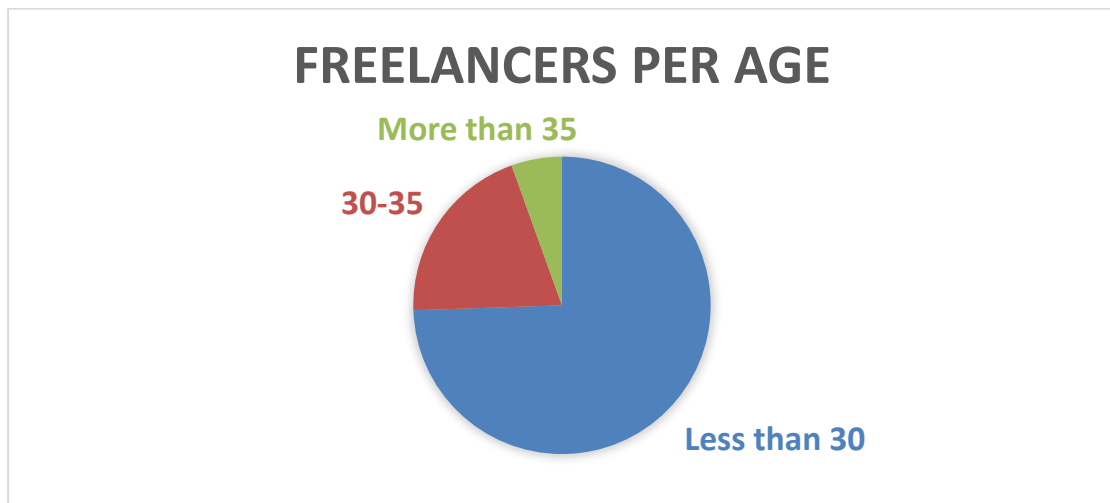
Figure 3-4 Freelancers Categorized by Age

A new chart about the relation between the jobs per each freelancer. It is obvious that 50% from the freelancers have less than 5 jobs which means that this culture emerge soon yet.
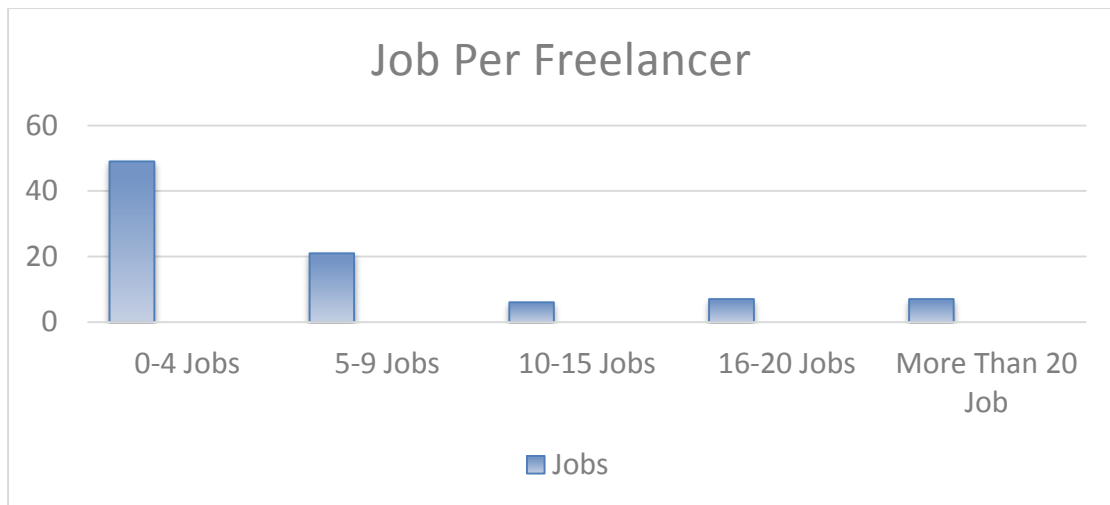
Figure 3-5 Job per Freelancer

The relation between Freelancers and year increases in each country even if it increases very slowly per year. This chart shows the increasing number of freelancers per year. Note that last months of the year have a huge new freelancers; may be because at year end each of us looks at what he has achieved. 27.9% of freelancers in 2014 started their work in December of the same year, and we are in May yet.
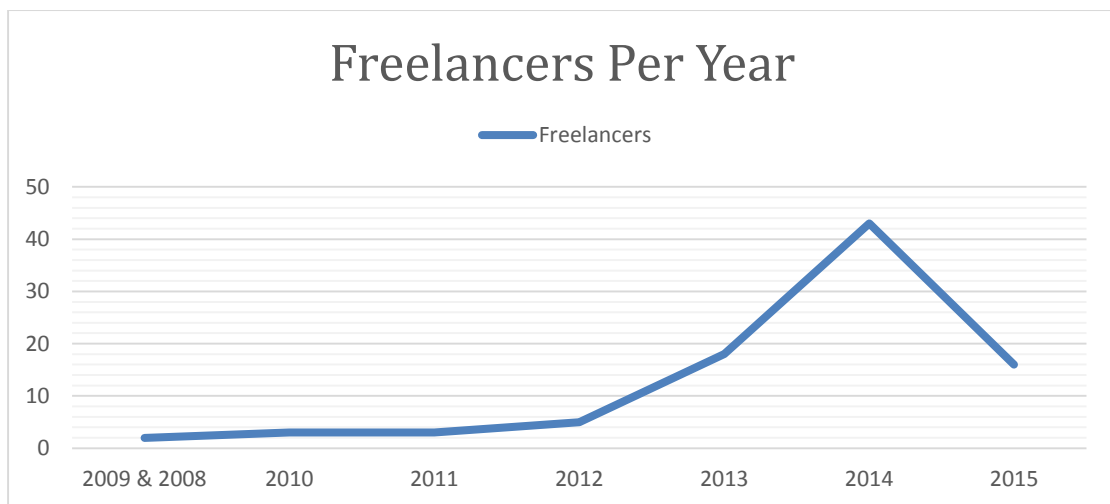
Figure 3-6 Freelancers per Year

To examine the validity of the thirteenth hypothesis. The most wonderful chart which is Gaza Freelancer Rate chart since there is just 2 freelancers with rate 4 stars which equals 2.2% only. 28% are rated with 4.5 stars and 70% are 5 Stars. Gaza Freelancer you deserve it. I'm too proud.
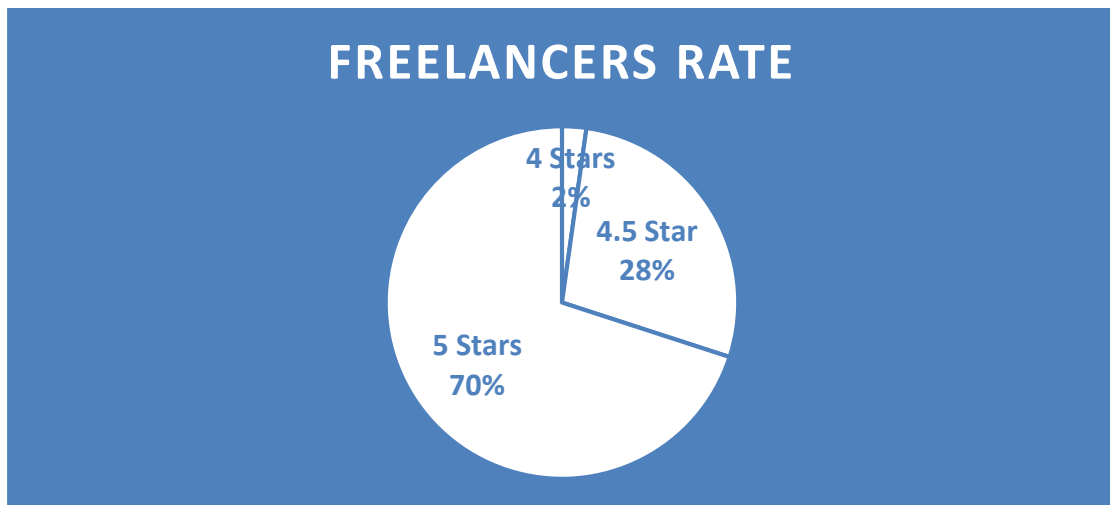
Figure 3-7 Freelancers Rate

3.5 University Plan Study

To examine the validity of the first, second and third hypothesis. Attached in the appendix the plan studies of IUG – Islamic University of Gaza- Collage of Information Technology, IUG collage of Computer Engineering, Al-Azhar University - Gaza Collage of Computer Science, Al-Azhar University - Gaza Collage of Computer Engineering, Al-Azhar University - Gaza collage of Information Technology, Al-Azhar University - Gaza Collage of Information Systems [42] [43] [**44**].

By definition, soft skills are those skills that are difficult to measure. In other words, hard skills can easily be measured by a test but soft skills can't. Experience without soft skills sure you will lose any provided job chances. The following list of soft skills:

Table 3-1 Soft Skills

Communication Skills	Leadership	Influencing	Interpersonal Skills
-Verbal Communication **-Body Language** **-Physical Communication** **-Writing** **-Storytelling** **-Visual Communication** **-Humor** **-Quick-wittedness** **-Listening** **-Presentation Skills** **-Public Speaking** **-Interviewing**	-Team Building -Strategic Planning -Coaching -Mentoring -Delegation -Dispute Resolution -Diplomacy -Giving Feedback -Managing Difficult Conversations -Decision Making. -Performance Management -Supervising -Managing -Manager Management -Talent Management -Managing Remote Teams -Managing Virtual Teams -Crisis Management	-Facilitation -Selling -Inspiring -Persuasion -Negotiation -Motivating -Collaborating	-Networking -Interpersonal Relationships -Dealing with Difficult People -Conflict Resolution -Personal Branding. -Office Politics
Personal Skills	Creativity	Professional Skills	
-Emotional Intelligence **-Self Awareness** **-Emotion Management** **-Stress Management**	-Problem Solving -Critical Thinking -Innovation -Troubleshooting	-Organization -Planning -Scheduling -Time Management	

-Tolerance of Change and Uncertainty	-Design Sense	-Meeting Management
-Taking Criticism	-Artistic Sense	-Technology Savvy
-Self Confidence		-Technology Trend Awareness
-Adaptability		-Business Trend Awareness
-Resilience		-Research
-Assertiveness		-Business Etiquette
-Competitiveness		-Business Ethics
-Self Leadership		-Diversity Awareness
-Self Assessment		-Disability Awareness
-Work-Life Balance		-Intercultural Competence
-Friendliness		-Training
-Enthusiasm		-Train the Trainer
-Empathy		-Process Improvement
		-Knowledge Management
		-Writing Reports and Proposals
		-Customer Service
		-Entrepreneurial Thinking

They focus on introducing pure experience. A few soft skills courses are taught in Gaza universities at the head headway book of English course, Introduction to management, Technical writing skills, Communication & Leadership Skills and Etiquette & Protocol These courses are distributed randomly not systematically on each of the university colleges.

3.6 Workshop

A workshop collected experienced freelancers with success stories together with beginner freelancers. The workshop started with a simple introduction of freelancing and E-Commerce in the world. Freelance and E-Commerce introduction talked about the principles, statistics and motivation to enter Freelancing and E-Commerce world. Also the introduction talked about the effect on unemployment, economy, graduated students, and the local market. The last main question was why do some people fail? What is the impedance? And how can we overcome it?

A lot of questions at the beginning make the listener excited to listen more, to know how somebody earns more than $1,000 in a month. How could they build their own business? And they were saying: is that possible?

In the middle of the workshop, it was freelancers success stories. The first success story was about the freelance principles, freelance success beginning and how did he achieved success?

Second success story was about experience needed to be a freelancer. The relation between university specialization and being a freelancer while many freelancers don't work in their university specialization. Another important issue was job security. Third success story was supplied with the aspects like how much time, effort, money and others needed to be a successful freelancer? And it ended with the question: when will you quit?

A lot of questions were asked thereafter and were answered in the same subject. We tried in the workshop to examine the validity of all hypotheses as much as possible.

3.7 Questionnaire

A simple conducted way to collect data mix questionnaire with interview question could lead to the proposed results. Questionnaire is translated to Arabic to meet local native freelancer's language discussed the relations between freelancer and his social, psychological, financial life. This questionnaire guided to main parts of research, targeted a group of successful freelancers who will lead research to a reasonable part of results.

The final questionnaire consists of two sections. The first section gathers general information about freelancer like age, gender, major, experience and soft skills. First section includes quit date, work hours per a day, best freelancing websites and the relationship between freelancing and university major. The second section is about freelancing motivation, freelance relationship with time, place and electricity. And the main points for a freelancer, the five point Likert scale is used for statements of the second section ranging from "1" strongly agree, "2" agree, "3" have no opinion, "4" disagree and "5" for strongly disagree.

3.8 Data Collection

Many data sources used to collect data and get more accurate results when they used questionnaire, plan study, workshop as a data collection method. The main goal of this study is to get most accurate specified freelancing model. Questionnaire is targeted for experienced freelancers, workshop guided by success stories of freelancing.

3.9 Questionnaire Quality Standard: Validity and Reliability

3.9.1 Questionnaire Design

This section describes the methodology that was used in this research. The adopted methodology to accomplish this study uses the following techniques: the information about the research design, research population, questionnaire design, statistical data analysis, content validity and pilot study.

The first phase of the research thesis proposal included identifying and defining the problems and establishing the objective of the study and development of research plan.

 The second phase of the research included a summary of the comprehensive literature review. Literatures on claim management was reviewed.

 The third phase of the research included a field survey which was conducted with "present status of freelance in Gaza and suggest any improvement as required for freelance".

The fourth phase of the research focused on the modification of the questionnaire design, through distributing the questionnaire to pilot study, the purpose of the pilot study was to test and prove that the questionnaire questions are clear to be answered in a way that helps to achieve the target of the study. The questionnaire was modified based on the results of the pilot study.

The fifth phase of the research focused on distributing the questionnaire. This questionnaire was used to collect the required data in order to achieve the research objective.

The sixth phase of the research was data analysis and discussion. Statistical Package for the Social Sciences, (SPSS) was used to perform the required analysis. The final phase includes the conclusions and recommendations.

Twenty questionnaires were distributed to the research population and twenty questionnaires are received
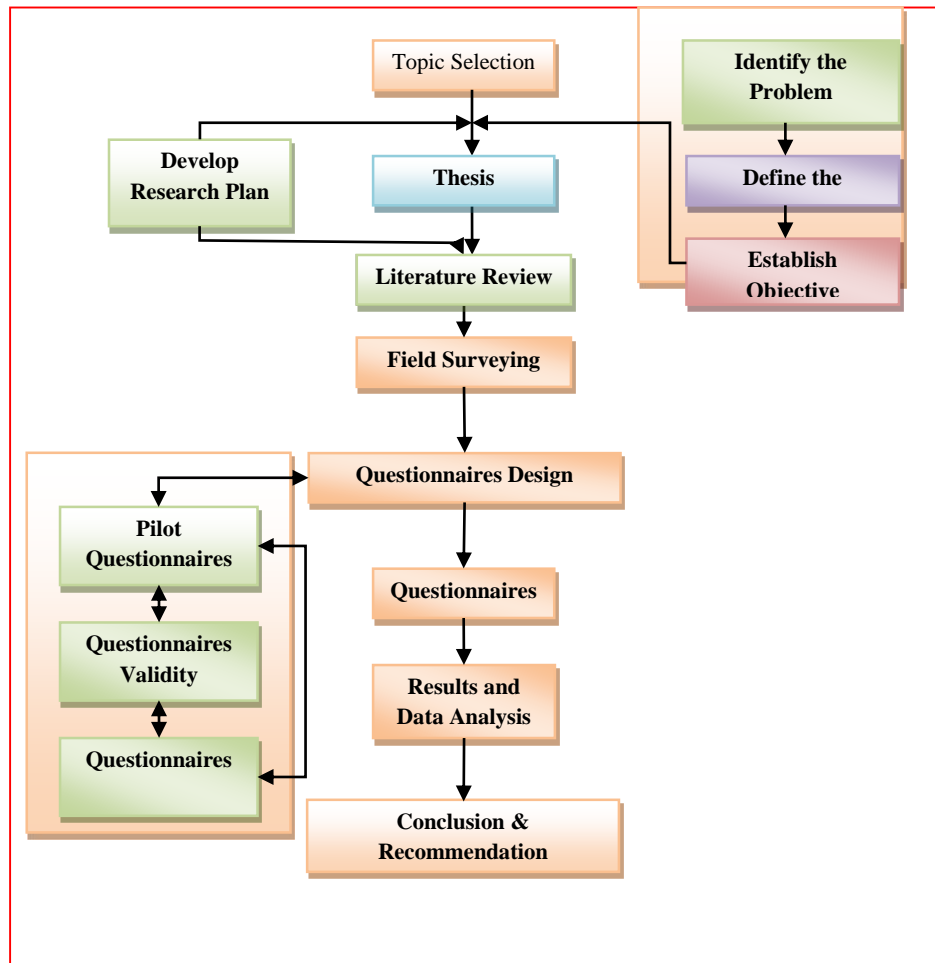
Figure 3-9 Shows the methodology flowchart, which leads to achieve the research objective.

3.9.2 Data Collection Methodology:

In order to collect the needed data for this research, we use the secondary resources in collecting data such as books, journals, statistics and web pages, in addition to preliminary resources that are not available in secondary resources through distribution of the questionnaires to study population in order to get their opinions about the present status of freelance in Gaza and suggest any improvement as required for freelance.

Research methodology depend on the analysis of data on the use of descriptive analysis, which depends on the poll and use the main program (SPSS).

3.9.3 Population and Sample Size:

The population of this research included experienced freelancers who lived in Gaza, know its situation, who win jobs and earn a lot of money, with sample size equal 20, and questionnaires were distributed to the research sample and 20 questionnaires are received.

3.9.4 Questionnaire Content

The questionnaire was provided with a covering letter explaining the purpose of the study, the way of responding, the aim of the research and the security of the information in order to encourage high response. The questionnaire included multiple choice question: which is used widely in the questionnaire. The variety in these questions aims first to meet the research objectives, and to collect all the necessary data that can support the discussion. Results and recommendations in the sections in the questionnaire will verify the objectives in this research related to the present status of freelance in Gaza and suggest any improvement as required for freelance, like the following:

First part: the first part of the questionnaire is demographic information that provide the general characteristic of targeted sample. It contains (22) questions.

Second part: is related to the most important success factors of freelance work. It consists of (14) items.

The respondent can answer the questionnaire item by following Lekart [48] [49] [50] scale, by assigning it with a number from 1 to 5 indicating his/her acceptance degree of this item, where (5) represents the highest acceptance degree about an item and (1) represents the lowest acceptance degree about it as illustrated in table 3-2.

Table 3-2 Lekart scale

Level	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Scale	1	2	3	4	5
Weight mean	20%-36%	36%-52%	52%-68%	68%-84%	84%-100%

3.9.5 Pilot Study

A pilot study for the questionnaire was conducted before collecting the results of the sample. It provides a trial run for the questionnaire, which involves testing the wording of questions, identifying ambiguous questions, testing the techniques used to collect data, and measuring the effectiveness of standard invitation to respondents.

3.9.6 Validity of the Research

We can define the validity of an instrument as a determination of the extent to which the instrument actually reflects the abstract construction being examined. "Validity refers to the degree to which an instrument measures what it is supposed to be measuring". High validity is the absence of systematic errors in the measuring instrument. When an instrument is valid; it truly reflects the concept it is supposed to measure. Achieving good validity requires the care in the research design and sample selection. The amended questionnaire was by the supervisor and three experts in the tendering and bidding environments to evaluate the procedure of questions and the method of analyzing the results. The experts agreed that the questionnaire was valid and suitable enough to measure the purpose for which the questionnaire was designed.

3.9.7 Content Validity of the Questionnaire

Content validity test was conducted by consulting two groups of experts. The first was requested to evaluate and identify whether the questions agreed with the scope of the items and the extent to which these items reflect the concept of the research problem. The other was requested to evaluate if the instrument used was valid statistically and that the questionnaire was designed well enough to provide relations and tests between variables. The two groups of experts did agree that the questionnaire was valid and suitable enough to measure the concept of interest with some amendments.

3.9.8 Statistical Validity of the Questionnaire

To ensure the validity of the questionnaire, two statistical tests should be applied. The first test is Criterion-related validity test (Pearson test) which measures the correlation coefficient between each item in the field and the whole field. The second test is structure validity test (Pearson test) used to test the validity of the questionnaire structure by testing the validity of each field and the validity of the whole questionnaire. It measures the correlation coefficient between one filed and all the fields of the questionnaire that have the same level or similar scale.

3.9.9 Criterion Related Validity:

1)   Internal consistency:

Internal consistency of the questionnaire was measured by a scouting sample, which consisted of twenty questionnaires, through measuring the correlation coefficients between each paragraph in one field and the whole filed. Table 3-3 below shows the correlation coefficient and p-value for each field item. As shown in the table, the p-Values are less than 0.05 or 0.01, so the correlation coefficients of this field are significant at $\alpha = 0.01$ or $\alpha = 0.05$, so it can be said that the paragraphs of this field are consistent and valid to measure what it was set for.

Table 3-3 The Correlation Coefficient Between Each Paragraph in the Field and the Whole Field

No.	question	Pearson coefficient	p-value
1	The most important success factor of freelance work, "Get the right place to work"	0.458	0.043
2	The most important success factor of freelance work, "Get the right time to work"	0.480	0.032
3	The most important success factor of freelance work, "Get a continuous power supply - electricity -"	0.591	0.006
4	The most important success factor of freelance work, "Get the basic supplies such as computers and the Internet"	0.508	0.022
5	The most important success factor of freelance work, "Fast reply on offered job"	0.688	0.001
6	The most important success factor of freelance work, "Share your strength points in work field"	0.645	0.002
7	The most important success factor of freelance work, "choose suitable jobs carefully"	0.451	0.046
8	The most important success factor of freelance work "Proficiency your business and ensure you get the best estimate', "5 stars for example."	0.453	0.045
9	The most important success factor of freelance work, "meet project delivery time"	0.596	0.006
10	The most important success factor of freelance work, "make professional cover letter"	0.559	0.010
11	Freelance solves the problem of youth people if the government provided strategies to provide functional guarantee.	-0.490	0.028
12	Freelancers needed rules to protect them as workers in freelance	0.688	0.001
13	Cash delivery is a problem in freelance.	0.527	0.017
14	Freelance instability is the main problem of freelance.	0.492	0.028

3.9.10 Reliability of the Research

Reliability of an instrument is the degree of consistency with which it measures the attribute it is supposed to be measuring. The test is repeated to the same sample of

people on two occasions and then compares the scores obtained by computing a reliability coefficient. For most purposes, reliability coefficient above 0.7 is considered satisfactory. Period of two weeks to a month is recommended between two tests. Due to complicated conditions that the consumer is facing at the time being, it was too difficult to ask them to respond to our questionnaire twice within a short period. The statisticians explained that, overcoming the distribution of the questionnaire twice to measure the reliability can be achieved by using Kronpakh Alpha coefficient and Half Split Method through the SPSS software [51] [52] [53].

3.9.11 Half Split Method

This method depends on finding Pearson correlation coefficient between the means of odd rank questions and even rank questions of each field of the questionnaire. Then, correcting the Pearson correlation coefficients can be done by using Spearman Brown correlation coefficient of correction. The corrected correlation coefficient (consistency coefficient) is computed according to the following equation:

Consistency coefficient $= 2r/(r+1)$, where r is the Pearson correlation coefficient. The normal range of corrected correlation coefficient $2r/(r+1)$ is between 0.0 and + 1.0 As shown in Table 3-4, and the general reliability for all items equal 0.8783, and the significant (α) is less than 0.05 so all the corrected correlation coefficients are significant at $\alpha = 0.05$. It can be said that according to the Half Split method, the dispute causes group are reliable.

Table 3-4 Split-Half Coefficient Method

Title	person-correlation	Spearman-Brown Coefficient	Sig. (2-Tailed)
All items of Lekart scale	0.7829	0.8783	0.000

Cronbach's Coefficient Alpha

This method is used to measure the reliability of the questionnaire between each field and the mean of the whole fields of the questionnaire. The normal range of Cronbach's coefficient alpha value between 0.0 and + 1.0, and the higher values reflects a higher

degree of internal consistency. As shown in Table 3-5 the Cronbach's coefficient alpha was calculated. The general reliability for all items equals 0.8957. This range is considered high; the result ensures the reliability of the questionnaire.

Table 3-5 for Reliability Cronbach's Alpha

Title	No. of Items	Cronbach's Alpha
All items of Lekart scale	14	0.8957

3.9.12 Statistical Manipulation:

To achieve the research goal, researcher used the Statistical Package for the Social Science (SPSS) for Manipulating and analyzing the data.

Statistical methods are as follows:

1- Frequencies and Percentile.

2- Alpha- Cronbach Test for measuring reliability of the items of the questionnaires.

3- Pearson correlation coefficients for measuring validity of the items of the questionnaires.

4- Spearman – Brown Coefficient.

5- Mean and weight mean.

6- One sample test.

CHAPTER 4:
DATA ANALYSIS

4.1 Data Analysis.

In this chapter we will analyze the data collected in chapter 3. Data was collected using plan studies of information technology colleges and related university specializations. Also data was collected by the random sample in Gaza, workshop, similar stories, and questionnaire.

E-Commerce and freelance give the reader indication about Gazans situation and enable any specialist to put guide lines to make e-commerce freelancers succeed.

4.1.1 Freelance in Gaza   –Random Sample –

Random sample from Gaza consists of an e-commerce freelancer framework. We get all freelancers' profiles who seem to be from Gaza-Palestine. The error percentage were people who seem to be Gaza freelancers, people taken during the search for freelancers from Gaza but actually they are not from Gaza, Palestine. They are from somewhere else. Gaza sample shows that freelancers who lived in Gaza are applicable to work in all fields, since they have the experience in all fields especially individually. Note that there is no field in which there is 0% freelancers in some fields as soon as 9% only from freelancers work in companies. It will be so nice if there are companies that collect designers who constitute 3**2**% or collect web developers who constitute 26% or any under the company's umbrella.   This distribution gives an indication of Gaza freelancer's situation. Figure 4-1 shows the highest and lowest freelancer percentage, note that others constitute 40% which indicates normal distribution. (1%) from freelancers are translators, it is not too bad which means the ambitions of those translators. And step by step it will be better for all.

FREELANCERS DISTRIBUTION

■ Freelancers

| COMPANY | DESIGNERS | WEB DEVELOPER | TRANSLATORS | OTHERS |
| 9 | 32 | 26 | 1 | 40 |
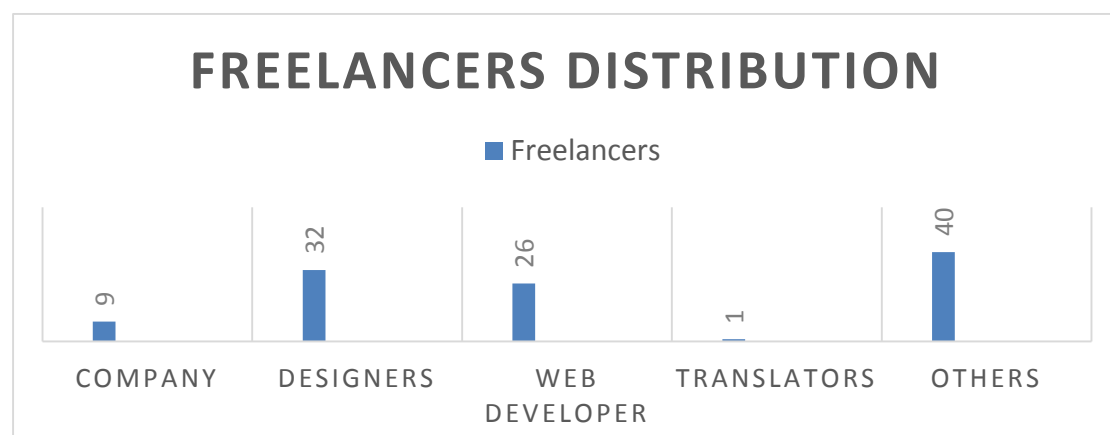
Figure 4-1 The Highest and Lowest Percentage of Freelancers Fields

In a comparison with supermarkets practicing racism, 25% from freelancers are females, which is a strong indication of Gazans female gender respect. While there is 13% are companies which means that 25% females, 62% are males. Freelancer open market is for all like any. In previous paragraph 9% are companies, here 13% are companies, it's not a data contradiction since previous paragraph told us that 9% from 13% are not categorized companies. Not categorized in any field; for example there is 4% from Gaza companies categorized as designers or web developers. The whole company's percentage is 13%. Figure 4-2 shows age distribution where 76% from freelancers in Gaza are less than 30 years old, which includes free graduate. (20%) are between 30 and 35 years old who almost are workers and still work in freelance. As shown in Figure 4-2 hypothesis 4 were checked. Since most of successful freelancers where less than 30 years old.
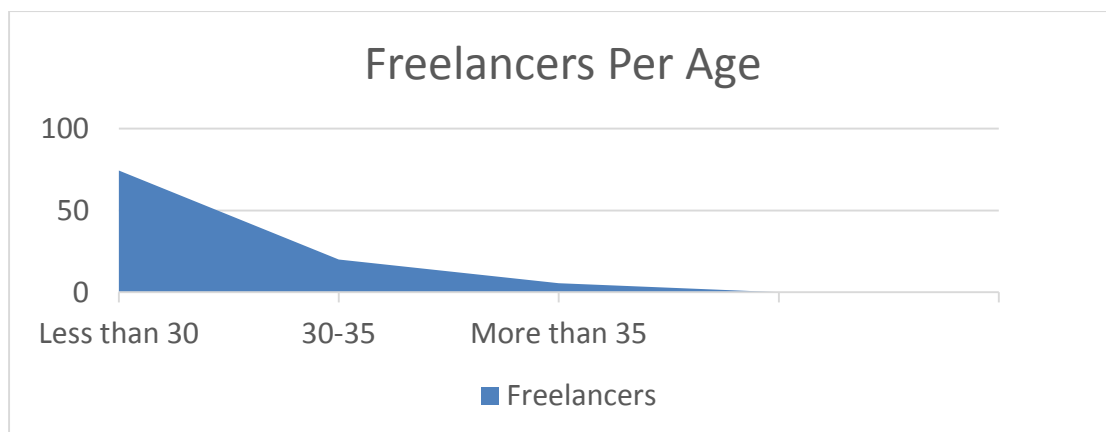
Figure 4-2 Freelancer Age Distribution Percentage

On the other side we found also from the sample that 50% have 4 jobs only or less, which make a sense that the number of beginner freelancers greatly increased. The next figure supports this, which says that the number of 2014 freelancers is more than previous year's freelancers and in the first 5 months of 2015 the number increased rapidly. The most interesting is the last one which says that 63% have 5 stars rate, no one has a rate of 3.9 stars; 2 only have exactly 4 stars. In Figure 4-2 hypothesis 13 were checked. Since most of successful freelancers have a high rate.
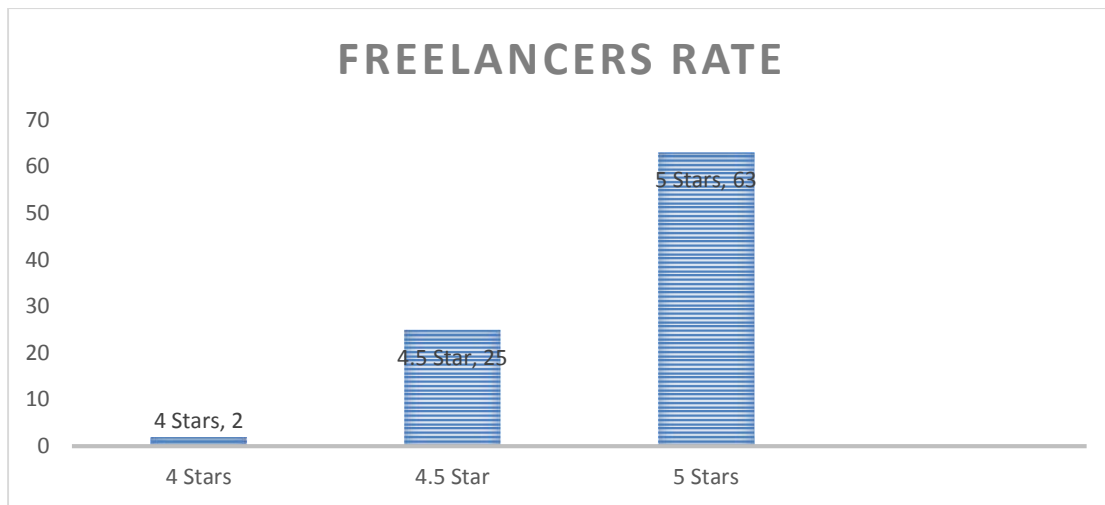
Figure 4-3 Gazan Freelancers and Rate

4.1.2 Gaza Universities Academic Plan Studies

University academic plan study or student guidance. It's too bad working in the same academic plan study for years. It's a student life and it's preferred to update it every year or at least every 2 years. Also university academic plan study should be submitted by specialist. Especially information technology related courses. For example network course prepares the student to work in networks which obliges him to communicate with others. It should be submitted to specialists like Abet and IEEE.

Gaza universities suffer from lack of soft skills courses since scientific materials that qualify a student for the market don't contain contact, communication and etiquette skills. Soft skills courses in Gaza University few.

The first three hypotheses are studying the relationship between a freelancer and the plan study for University.

4.1.3 Workshop

Workshop shares experienced freelance knowledge. The main offered advises are:

- Encourage students to engage in freelancer market as soon as they graduate.
- Encourage students to enhance their skills and use them carefully.
- It explained the importance of freelance and its fields

- It explained that freelance does not require the certificate to the extent it needs to develop personal skills and interest in and focus on them and work perfectly.

- It also explained that a freelancer does not need to work in order to begin and must begin where his skills are available - Do not postpone today's work to tomorrow –

- The number of workers in freelance increases every day, and the fields are still open and a large labor market can contain everyone.

- Freelance does not face the problem of ensuring the delivery of money, but you entrust him well.

- Advised beginner freelancers to take care of themselves and develop their skills without paying attention to anything.

- Advised beginner freelancers to develop English language skills

- Advised beginner freelancers to have to pick their first job with great interest and be keen that they:

  o Write a good cover letter, write it carefully, avoiding disadvantages and problems, showing that you are interested in the job offered.

  o Carefully read the job offered.

  o Quick reply to the job and submit requested job quickly.

  o Ask questions that show your interest and your ability to do the project.

  o Explore your advantages of your business and your strengths which distinguish you from others.

  o Show similar works that you did.

  o Avoid any misunderstanding.

  o Avoid any problem.

  o Show the ability to get the job offered and your passion for this type submitted of business.

  o Show favorable price.

  o Submit an offer that cannot be rejected.

  o Guess time needed carefully.

  o Don't forget to put into your mind emergency conditions.

  o Commitment to work controls.

  o Commitment to the ethics of dealing with others.

o Be sure to deliver the project on time.

o Make sure that you get the highest evaluation – 5 stars- because it is very important for you.

4.1.4 Similar Stories:

1) "A way to work in freelance" Model:

Figure 4-4 explains the suggested model by author. Model depends on four main stages started with typing a personal profile carefully, avoiding mistakes. Then prepare a perfect cover letter after reading the offer carefully and show respect, capability to finish the project and motivation to do it. After that estimate project needed time very well. Time is so sensitive and employer doesn't care about your time. Put a spare time and build a pricing template. Finally just wait. Do not be hasty, else you will lose all that you have done.
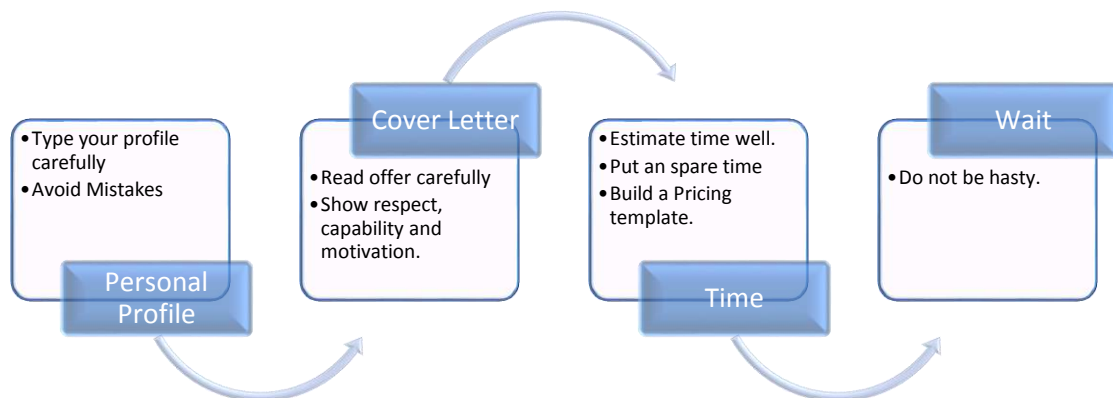
Figure 4-4 "A way to work in freelance" Model

Required Skills:

Beside that model there is some skill that must be available to win the contest. Three main skills fall down soft skills are communication skills, Negotiation and persuasion skills and time management skills. Three titles in a huge book you have to memorize them and practice them in your personal life.

Communication Skills.

Negotiation and Persuade skills

Time management skills
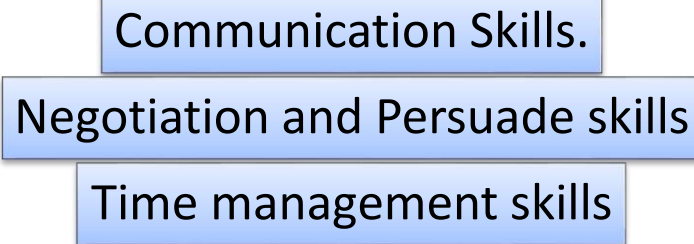
Figure 4-5 Skills must be available

2) "Principles of successful freelancing" Model:

You may be surprised, where is the model? In the writer's belief the model merged with your personal skills. If you care for some skills you don't need a model, you need just to practice. No one can deny the experience role in this field. But you must support and develop these skills. Skills like technical skills, business skills, organizational skills, and interpersonal skills. These skills are the success secret of any freelancer as shown in Figure 4-5.

Technical Skills

Business Skills

Organizational Skills

Interpersonal Skills

Figure 4-6 "Principles of successful freelancing" Model.

3) Questionnaire:

The questionnaire is a very important data source arbitrated by 5 doctors beginning with Dr. Aiman Ahmed Abu Samra, Dr. Hassan Qanoo, Dr. Abdel Hamid Zoghbor, Dr. Yusuf Abu Shaban and Dr. Nafez Barakat. Prepared to get point of view of experienced freelancers working form Gaza. Get their opinion recommendation in addition to build a model form their answers, recommendations and data collected.

Shapiro Wilk test

Shapiro Wilk test will be used to identify if the data follow normal distribution or not, this test is considered necessary in case testing hypotheses as most parametric [54].

Results test as shown in table 4-1, clarifies that the calculated p-value is greater than the significant level which is equal 0.05 (p-value. > 0.05), this in turn denotes that data follows normal distribution, and so parametric Tests must be used.

Table 4-1 Shapiro- Wilk test

Title	items No.	Statistic	P-value
All items of Lekart scale	14	0.982	0.955

- Discussion and hypotheses test.

1. The Status of Freelancer (Derived from Hypothesis 3) -:

Table 4-2 shows that 5.0% from the samples are "Student under graduate", and 95.0% from the samples are "Graduated from years", and 0% from the samples are "Fresh graduated". Which means that there is no footprint from university on the student awareness in this field, it is obvious. 95% are graduated from years which means that they fought and struggled in order to get a stable job or job stability by all means, but they did not succeed, and survival continuing this work means that it met the personal desires in terms of job stability, or to obtain a continuous source of money. The presence of 5% from the sample or someone who works in this field means that if you have the skill of computer skills you developed, you may get a good job for you, and it does not depend absolutely on your university certificate. I know many successful freelancers were working in this area and they have not finished their university studies and will explain this in a later question about the number of years of experience that we hope you remember it. This question is used to validate the third hypothesis which explains the relationship between freelancer and university experience. It is clear that the number of fresh graduated who have worked in freelance is zero. This reflects the weak role played by the universities in the delivery experience for students

Table 4-2 Are you Fresh graduated, Student under graduate or Graduated from years?

Are you	Frequency	Percentages
Fresh graduated	0	0.0
Student under graduate	1	5.0
Graduated from years	19	95.0
Total	20	100.0

2. In which university have you studied?

Table 4-3 shows that 45.0% of the samples are from "El- Azhar university" , 40.0% from "Islamic university" , 5.0% from "Al Aqsa university" , and 5.0% from "Faculty of Science University" , and 5.0% from "Kieaf University". Which means that the sample distributed randomly and the recommendation that we recommended especially the academic plan study for all universities have to be out in mind. In addition, Kieaf university doesn't fall within the scope of the study in the university recommendations for two reasons: first reason, we are considering a special status in the Gaza Strip and the other we're not going to improve the academic plan for that university, we respect them and the student experiences conferred upon it will be useful to us at all. We hope to be taken into account.

Table 4-3 in which university have you studied?

In which university have you studied?	Frequency	Percentages
El- Azhar	9	45.0
Al-Aqsa	1	5.0
Islamic university	8	40.0
Faculty of science	1	5.0
Kieaf	1	5.0
Total	20	100.0

3. Beside Freelance – Are you working now? (Derived from Hypothesis 6)

Table 4-4 shows that 20.0% from the samples work "Official work", and 30.0% from the samples work "by project", and 45.0% from the samples work "Freelance only", and 5.0% from the samples work "others work". Totally 55% are already in a work, which means that freelance doesn't make a contradiction with any other work, beside it gives a freelancer some satisfaction; moreover any freelancer who has the least part of pressure while he gets any job, he will leave freelance immediately. This question used to validate the sixth hypothesis which explains the relationship between freelancer and working in an official work. It is clear that the number of freelancers who have worked in official work and worked by project reaches 50%. This shows that freelance is the best possible alternative for government official work.

Table 4-4 you working now?

	Frequency	Percentages
Official work	4	20.0
Work by project	6	30.0
Freelance only	9	45.0
Others	1	5.0
Total	20	100.0

4. In which year have you began work in freelance?

Table 4-5 shows that 80.0% from the samples who began work in freelance are "Less than 30 years old", and 20.0% from the samples who began work in freelance are "more than 30 years old ". Those who are more than 30 years old give an indication that freelancer is not related with age and formulating 20% only means that it is not related with experience.

Table 4-5 in which year have you began work in freelance

In which year have you began work in freelance	Frequency	Percentages
Less than 30 years old	16	80.0
More than 30 years old	4	20.0
Total	20	100.0

5. Gender: (Derived from Hypothesis 5)

Table 4-6 shows that 40.0% from the samples are "Female", and 60.0% from the samples are "Male". This question used to validate the fifth hypothesis which explain the relationship between freelancer and gender.

Table 4-6 Gender

Gender	Frequency	Percentages
Female	8	40.0
Male	12	60.0
Total	20	100.0

6. Your university specialization related to: (Derived from Hypothesis 3)

Table 4-7 show that 50.0% from the university specialization related to "Information technology", and 30.0% from the university specialization related to "Engineering", and 5.0% from the university specialization related to "Press and Media", and 5.0% from the university specialization related to "Secretarial and law", and 10.0% from the university specialization related to "Translation". Normal distribution is good because that means we have all competencies in all fields. Accountant percentages 0% that's either all accountant competencies already worked in the local market and don't have any knowledge about freelance or we really don't have any competencies in this field which is unacceptable in light of scientific certificates deployed and the lack of illiteracy, may be they are few, but they exist. This question is used to validate the third hypothesis which explains the relationship between freelance and university experience.

Table 4-7 your university specialization related to:

Your university specialization related to:	Frequency	Percentages
Information technology	10	50.0
Engineering	6	30.0
Press and Media	1	5.0
Accountant	0	0.0
Secretarial and law	1	5.0
Translation	2	10.0
Other	0	0.0
Total	20	100.0

7. How many years' experience in Freelance

Table 4-8 show that 60.0% from the samples are having experience "Less than a year" , and 15.0% are having experience "From 2-3 years" , and 10.0% are having experience "From 3-5 years" , and 15.0% are having experience "5 years or more". We will see that the proportion of the agreement on the same answer exceeds 86% with existence of two last questions that are disputable, but it's too good. Here the proportion gives an indication that the experienced freelancer is not differed from the new freelancers. That's due to the freelance environment strategy stability.

Table 4-8 How many years' experience in Freelance

How many years' experience in Freelance	Frequency	Percentages
Less than a year	12	60.0
From 2-3 years	3	15.0
From 3-5 years	2	10.0
5 years or more	3	15.0
Total	20	100.0

8 .If you are offered a government job, you will leave Freelance: (Derived from Hypothesis 6)

Table 4-9 shows that 10.0 %from the samples if they were offered a government job, they will leave Freelance, but 90.0% will not. The absence of a manager above you is something wonderful. In addition, the amount of money that may be gained made many freelancers forget job security and the evidence is the presence of 90% supporters who will not leave their job because of job stability.

Table 4-9 if you are offered a government job, will you leave Freelance

If you are offered a government job, will you leave Freelance	Frequency	Percentages
No	18	90.0
Yes	2	10.0
Total	20	100.0

9. You direct people to work in Freelance and followed them

Table 4-10 shows that 90.0 %from the samples direct people to work in Freelance and followed them, but 10.0% do not. Directing people force the director to learn every simple point even if it's negligible. Directing people force you to fall in mistakes and every mistake is an opportunity to learn something new.

Table 4-10 you direct people to work in Freelance and followed them

	Frequency	Percentages
No	2	10.0
Yes	18	90.0
Total	20	100.0

10. Your Freelance first job was after (3 or 6) months: (Derived from Hypothesis 7)

Table 4-11 shows that 75.0%from the samples Freelance first job was after "Less than 3 months ", and 25.0 % Freelance first job was after "More than 3 Months". A lot of people who want to work in freelance complete all stages, have the experience and have soft skills but they are not patient enough. Many experienced freelancers advice to wait and be patient. Many freelancers with proportion of 75% get their first job after a period less than 3 months. And 25% others wait after 3 months to get their first job. In the workshop a freelancer with more than 3 years experience says that he got his first job after 8 months, but now he is an entrepreneur who earns more than $15,000 in his job. So you have to be patient enough to earn what you want. This question is used to validate the third hypothesis which explains the relationship between freelancer and first job. This reflects the need of freelancer to be patient and not rush to reap the rewards.

Table 4-11 Your Freelance first job was after

Your Freelance first job was after	Frequency	Percentages
Less than 3 months	15	75.0
More than 3 Months	5	25.0
Total	20	100.0

11. Have you started work in Freelance while you are a college student? (Derived from Hypothesis 3)

Table 4-12 shows that 15.0% from the samples started work in Freelance while they were college students, but 85.0 % did not start work in Freelance while they were college students. Previously we said that the existence of a portion who worked while they were studying meant that if you had a skill or a computer skill, developed it, with soft skills you will be able to get a job even if you are still studying. The employer who gives you a job doesn't care if you have a university certification or not. He cares if you are really qualified or not and how could you prove that. Again that doesn't mean that university certificate are not important, it's too important especially to get experience. This question used to validate the third hypothesis which explains the relationship

63

between freelancer and university experience. It is clear that the number of graduates who have worked in freelance were much larger freelancers who worked while studying.

Table 4-12 have you started work in Freelance while you were a college student?

Have you started work in Freelance while you were a college student?	Frequency	Percentages
Yes	3	15.0
No	17	85.0
Total	20	100.0

12. Is Your Freelance Work in the Same Field of Your University Specialization?

(Derived from Hypothesis 3)

Table 4-13 shows that 85.0% from the samples work in the same field of their university specialization, but 15.0% do not work in the same field of their university specialization. Another evidence to the previous paragraph. And that a truth questionnaire results. This question is used to validate the third hypothesis which explains the relationship between freelancer and university experience. This shows the keenness of freelancers to gain practical experience and do their part to study undergraduate majors, which in turn gives them the infrastructure that would match and thus they succeed.

Table 4-13 Is Your Freelance Work in the Same Field of Your University Specialization?

Is your Freelance work in the same field of your university specialization	Frequency	Percentages
Yes	17	85.0
No	3	15.0
Total	20	100.0

13. Your Freelance Experience Obtained From Where: (Derived from Hypothesis 9)

Table 4-14 shows that 15.0% from the samples got freelance experience from **"Courses in private centers"**, and 80.0% got freelance experience from **"Self-learning"** 5.0% got freelance experience from **"Others Sources"**. Obviously that means experience obtained from university is zero, so simple to understand. You must pay attention that we are speaking about experience which makes you capable to work in any market. University taught you a theoretical science only. You have to get experience by self-learning and that's the reason 80% from freelancer collected experience from that source. In the next question we will have the main self-learning sources. (15%) preferred private centers because you get the accumulated experiences from an experienced. This question is used to validate the ninth hypothesis which explains the experience sources of freelancers. This reflects the role of self-reliance and private center courses to get success.

Table 4-14 Your Freelance experience obtained from

	Frequency	Percentages
University study	0	0.0
Courses in private centers	3	15.0
Self-learning	16	80.0
Others	1	5.0
Total	20	100.0

14. The Most Important Sources of Gain Practical Experience in your Field, Which You Recommended: (Derived from Hypothesis 9)

Table 4-15 shows that the most important sources of experience are: internet websites and internet courses, practical training, courses in private centers, books and youtube.com. This question is used to validate the ninth hypothesis which explains the experience sources of freelancers.

Table 4-15 the most important sources of gain practical experience in your field, which you recommended

The most important sources of gain practical experience in your field, which you recommended	Frequency	Percentages
Internet websites and internet courses	7	35.0
Practical training	3	15.0
Courses in private centers	3	15.0
Books	2	10.0
Youtube.com	2	10.0
traidnt.net	1	5.0
Friends	1	5.0
Competitors	1	5.0
Total	20	100.0

15. Acquired soft skills through: (Derived from Hypothesis 1)

Table 4-16 shows that 10.0% from the samples acquired soft skills through " University study " , and 20.0% acquired communication skills through " Courses in private centers " , and 65.0% acquired communication skills through " Self-learning " , and 5.0% acquired communication skills through " Others " . Also in soft skills experience the students who acquired soft skills from university are 10% only and that's too bad. We love our universities so want them to improve its strategy. Again self-learning wins with 65%; in other words there is no acceptable reason for unlearning soft skills or not getting experience. The problem doesn't stop at university it reaches you. Check through the internet, the search for what you need and begin your work now. This question used to validate the first hypothesis which explains the freelancers' soft skill sources. This reflects the role of universities and private center courses to get success.

Table 4-16 Acquired Communication Skills Through

Acquired soft skills through	Frequency	Percentages
University study	2	10.0
Courses in private centers	4	20.0
Self-learning	13	65.0
Others	1	5.0
Total	20	100.0

16. The Most Important Sources of Gain Communication Skills, Which You Recommended (Derived from Hypothesis 1)

Table 4-17 shows that the most important soft skills sources are: Self-training, a lot preferred learning using internet sources like traidnt.net, Youtube.net, books, Leaders or someone prefers courses in private courses. You have the choice, don't blame any. This question is used to validate the first hypothesis which explains the freelancers' soft skill main sources.

Table 4-17 the most important sources of gain communication skills, which you recommended

The most important sources of gain communication skills, which you recommended	Frequency	Percentages
Self-training	5	25.0
Courses	3	15.0
Books	3	15.0
traidnt.net	2	10.0
Youtube.com	2	10.0
Friends	1	5.0
Internet	1	5.0
Workshops	1	5.0
Leaders	1	5.0
Freelancer Academy	1	5.0
Total	20	100.0

17. Acquired skills in English through: (Derived from Hypothesis 2)

Table 4-18 shows that 25.0%from the samples Acquired skills in English through "University study", and 25.0% Acquired skills in English through "Courses in private centers", and 40.0% Acquired skills in English through "Self-learning", and 10.0% Acquired skills in English through "Others Things". Self-learning is at the top of the list as expected. University study finally appears albeit modest appearance. Courses in private centers are still preferred for many. Next question lists the most preferred self-learning ways by freelancers. This question is used to validate the second hypothesis which explains the freelancers' English skills sources. This reflects the role of universities, private center courses and self-reliance to get success.

Table 4-18 Acquired skills in English through

Acquired skills in English through	Frequency	Percentages
Self-learning	8	40.0
University study	5	25.0
Courses in private centers	5	25.0
Others	2	10.0
Total	20	100.0

18. The most Important Sources of Learning English, Which Advises The Skills are: (Derived from Hypothesis 2)

Table 4-19 shows that training courses are the most self-learning ways, especially AMIDEAST center. After that practicing, T.V and Chat are also have an acceptable rate. This question is used to validate the second hypothesis which explains the freelancers' English skills sources.

Table 4-19 the most important sources of learning English, which advises the skills are

The most important sources of learning English, which advises the skills are	Frequency	Percentages
Training courses	7	35.0
AMIDEAST	3	15.0
Practice and practice	3	15.0
T.V	2	10.0
Chat	1	5.0
verbling.com	1	5.0
Talk English	1	5.0
Listening	1	5.0
Internet	1	5.0
Total	20	100.0

19. You began working in Freelance while you: (Derived from Hypothesis 10)

Table 4-20 shows that 60.0% from the samples began working in Freelance while "Single", and 40.0% began working in Freelance while "Married". The relation between ability to work while you are married is explained in the next table. Like any job, marital status has no effect on your work. That's obvious from the table below. May be it contradict with Absolute, or widower but absolutely not with single or married. This question is used to validate the tenth hypothesis which explains the relation between marital status and being a successful freelancer. This reflects the effect of being single, married, absolute and widower status and freelancer success.

Table 4-20 you began working in Freelance while you

You began working in Freelance while you	Frequency	Percentages
Single	12	60.0
Married	8	40.0
Absolute	0	0.0
Widower	0	0.0
Total	20	100.0

20. Best freelance websites dealt with was (Elance, Odesk or Freelancer):

Table 4-21 show that 65.0% from the samples consider the best freelance website that they dealt with was "Freelancer.com" , and 15.0% consider the best freelance website that they dealt with was "Elance.com" , and 15.0% consider the best freelance website that they dealt with was "odesk.com **-** upwork.com", and 5.0% consider that the best freelance website that they dealt with was " Others ". In the workshop when asking an experienced freelancer about the best freelance website answered that each freelance framework has its own way to deal. For example Freelancer.com cares about small complete project, and takes in mind the most popular thing for this type is to decrease price and cost. Elance.com cares about quality that you offer. Meanwhile, oDesk.com combine those two properties. On the other hand freelancer.com is preferred by 65%, Elance is preferred by 15%, Odesk is preferred by 15% and many people preferred other websites.

Table 4-21 Best freelance websites dealt with was

Best freelance websites dealt with was	Frequency	Percentages
Freelancer.com	13	65.0
Elance.com	3	15.0
odesk.com **-** upwork.com	3	15.0
Others	1	5.0
Total	20	100.0

21. How many hours daily spend in working in Freelance? (Derived from Hypothesis 11)

Table 4-22 shows that 40.0% from the samples daily spend in working in Freelance " Less than 8 hours " , and 30.0% daily spend in working in Freelance " 8 hours " , and 15.0% daily spend in working in Freelance " More than 8 hours " , and 15.0% don't work every day. 70% from freelancers worked 8 hours or less like a governmental worker works. 15% don't work every day and 15% only work more than 8 hours every day. This question is used to validate the eleventh hypothesis which explains the importance of selecting time and place for freelancers. This question explains that 85% of freelancer will work for 8 hours daily maximum, as shown below.

Table 4-22 how many hours daily spend in working in Freelance?

How many hours daily spend in working in Freelance	Frequency	Percentages
Less than 8 hours	8	40.0
8 hours	6	30.0
More than 8 hours	3	15.0
Don't work every day	3	15.0
Total	20	100.0

22. When will you resign?

Table 4-23 shows that 5.0% from the samples will resign "When reaching the economic sufficiency", and 5.0% will resign "When feeling bored", and 85.0% "Do not give time", and 5.0% of won't resign until "Death". (85%) don't give a time for resignation which indicates their interest in their work, if their portion is less than this portion, surely they either don't know what they need, or they don't have any plans.

Table 4-23 when will you resign?

When will you resign?	Frequency	Percentages
Do not given time	17	85.0
When reach the economic sufficiency	1	5.0
When feeling bored	1	5.0
Death	1	5.0
Total	20	100.0

🌐 In Table 4-24 we use a one sample t test to test if the opinion of the respondent in the content of the sentences is positive (weight mean greater than "60.0%" and the p-value less than 0.05) or the opinion of the respondent in the content of the sentences is neutral (p- value is greater than 0.05) or the opinion of the respondent in the content of the sentences are negative (weight mean less than "60.0%" and the p-value less than 0.05) , and the results show the most important success factors of freelance work according to weight mean from highest to lowest are as follows:

1. (Get the basic supplies such as computers and the Internet) with weight mean 99.0% and ranked first

2. (Get a continuous power supply - electricity) with weight mean 98.0 % and ranked second

3. (Fast reply on offered job) with weight mean 98.0% and ranked second

4. (Choose suitable jobs carefully) with weight mean 98.0% and ranked second

5. (Proficiency your business and ensure you get the best estimate', "5 stars for example) with weight mean 98.0% and ranked second

6. (Fast reply on offered job) with weight mean 96.0 % and ranked third

7. (Share your strength points in work field) with weight mean 96.0% and ranked third

8. (Make professional cover letter) with weight mean 85.0 % and ranked fourth.

9. (meet project delivery time) with weight mean 83.0 % and ranked fifth

10. (Get the right time to work) with weight mean 82.0 % and ranked sixth

11. (Freelancers needed rules to protect them as workers in freelance) with weight mean 82.0 % and ranked sixth

12. (Get the right place to work) with weight mean 82.0% and ranked sixth

13. (Freelance instability is the main problem of freelance) with weight mean 70.0% and ranked seventh.

14. (Cash delivery is the problem of freelance) with weight mean 59.0 % and ranked eighth.

In general the results for all the most important success factors of freelance work show that the average mean equals 4.38 and the weight mean equals 87.6% which is greater than " 60%" and the value of t test equals 25.239 which is greater than the critical value which is equal to 2.02 and the p- value equals 0.000 which is less than 0.05, that means   the opinion of the respondent in the most important success factors of freelance work is positive at level $\alpha = 0.05$

Table 4-24 (The most important success factors of freelance work)

No.	Items	Freq. and percent	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree	Mean	Weight mean	t-value	P-value
1	The most important success factor of freelance work, "Get the right place to work"	F	5	13	1	1	0	4.10	82.0	6.850	0.000
		%	25	65	5	5	0.0				
2	The most important success factor of freelance work, "Get the right time to work"	F	9	8	0	2	1	4.10	82.0	4.222	0.000
		%	45	40	0	10	5				
3	The most important success factor of freelance work, "Get a continuous power supply - electricity -"	F	18	2	0	0	0	4.90	98.0	27.606	0.000
		%	90	10	0	0	0				
4	The most important success factor of freelance work, "Get the basic supplies such as computers and the Internet"	F	19	1	0	0	0	4.95	99.0	39.000	0.000
		%	65	5	0	0	0				
5	The most important success factor of freelance work, "Fast reply on offered job"	F	16	4	0	0	0	4.80	96.0	19.615	0.000
		%	80	20	0	0	0				
6	The most important success factor of freelance work, "Share your strength points in work field"	F	18	2	0	0	0	4.90	98.0	27.606	0.000
		%	90	10	0	0	0				

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No.	Items	Freq. and percent	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree	Mean	Weight mean	t-value	P-value
7	The most important success factor of freelance work, "choose suitable jobs carefully"	F	16	4	0	0	0	4.80	96.0	19.615	0.000
		%	80	20	0	0	0				
8	The most important success factor of freelance work "Proficiency your business and ensure you get the best estimate', "5 stars for example."	F	18	2	0	0	0	4.90	98.0	27.606	0.000
		%	90	10	0	0	0				
9	The most important success factor of freelance work, "meet project delivery time"	F	18	2	0	0	0	4.90	98.0	27.606	0.000
		%	90	10	0	0	0				
10	The most important success factor of freelance work, "make professional cover letter"	F	8	8	3	1	0	4.15	83.0	5.877	0.000
		%	40	40	15	5	6				
11	Freelance solves the unemployment problem if the government provides strategies for youth to provide functional ensure.	F	8	9	3	0	0	4.25	85.0	7.804	0.000
		%	40	45	15	0	0				
12	Freelancers needed rules to	F	8	9	0	3	0	4.10	82.0	4.819	0.000

No.	Items	Freq. and percent	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree	Mean	Weight mean	t-value	P-value
	protect them as workers in freelance	%	40	45	0	15	0				
13	Cash delivery is the problem of freelance	F	2	6	2	9	1	2.95	59.0	-0.188	0.853
		%	10	30	10	45	5				
14	Freelance instability is the main problem of freelance	F	3	10	2	4	1	3.50	70.0	1.949	0.066
		%	15	50	10	20	5				
	All items	F	166	80	11	20	3	4.38	87.6	25.239	0.000
		%	59.3	28.6	3.9	7.1	1.1				
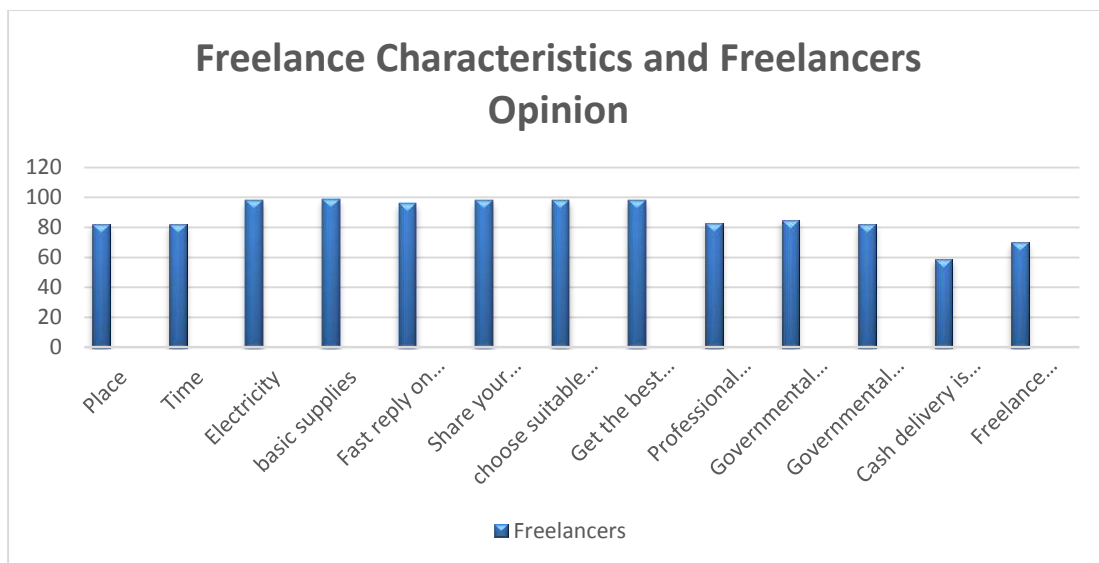
Figure 4-28 Freelance Characteristics and Freelancers Opinion

Freelance Characteristics and Success Factors:

1- Get the basic supplies such as computers and the Internet: At the same time that the concept of illiteracy in the all the world to the use of computer and logically having one, some still do not have a computer in their homes. This illiteracy exists in this century. If you don' have a computer and internet it will be too

hard to work in a freelance since it needs a sequential follow up. If you want to work and used café computers and internet, it will be too hard to reply quickly and get a feedback every second. The job offers are renewable every second.

2- Get a continuous power supply – electricity - : Basic human needs start from where ever they start, but they certainly include in many countries on right of access to a continuous power source, in other words electricity. In Gaza we are suffering from electricity cuts problem. Best electricity supply schedule is for a number of hours of electricity supply in exchange for a number of hours of cutting is 8 hours in exchange for 8 hours. It is very convenient, but we have to acclimate.

3- Share your strength points in work field: showing your strength points is a main point as many freelancers expressed in the questionnaire. It's about employer opinion of you.

4- The most important success factors of freelance work "Proficiency your business and ensure you get the best estimate', "5 stars for example": In the workshop the freelancers focus on this point. You have to try to get full 5 stars as much as possible. It's about your next jobs. If you get 5 stars it will be easier to earn another job. But if you get less than 4 stars, the employer certainly will prefer others with more than 4 stars.

5- The most important success factors of freelance work, "meet project delivery time": It's a literature of any business. If you asked any successful person about time, he will certainly answer: "meet project delivery time". Don't be late.

6- Fast reply on offered job: Fast reply on offered job means that you're interested in this job. You need it as much as he needs it done.

7- Choose suitable jobs carefully: Don't hurry up. Choose a job carefully.

8- Freelance solves unemployment problem if the government provides strategies for youths to provide functional insurance: Freelancers thought that if the government provided a functional insurance for freelances, this will encourage many fresh graduates to work in as freelancers. Get another economic supporter.

9- Freelancers needed rules to protect them as workers in freelance: Rules that protect them from cheating are important for many freelancers.

10- The most important success factors of freelance work, "Get the right place to work": The place of work is important, since freelancers' work needs a quiet atmosphere.

11- The most important success factors of freelance work, "Get the right time to work": Just like place, time is also important. We live in an exceptional state, you may die at any time and any place. A Missile hit, a traffic accident, a crazy person, anything is possible here. So you have to pick the right time and place.

12- Freelance instability is the main problem of freelance: instability while you are working better than instability with unemployment anyway. While freelancer instability makes them worried every time.

13- Cash delivery is the problem of freelance: Cash delivery is a trouble of e-commerce in Gaza Strip as explained in chapter 2. This problem applied to freelance work. And we wish to have this problem solved as soon as possible.

CONCLUSIONS AND RECOMMENDATIONS

1 CONCLUSION:

E-Commerce in Gaza faces many problems starting from people themselves and the system applied on them. So there are many conclusions here we will describe them in points:

1. Universities don't support student practical experience.
2. Universities don't support student soft skills.
3. Universities don't support your English skills.
4. Preferably you storm the field of freelance in young age.
5. Freelance isn't related to gender.
6. There is no awareness and disclaimer of universities to freelance.
7. Job security and the problem of instability did not prevent employees from working in freelance.
8. Patience is one of the main secrets of freelancers' success.
9. Work hard and develop the skills and communication skills that you have and the skills of the English language, try hard. As much as the hardships, successes comes.
10. You marital status doesn't affect at freelance work, especially if you are married.
11. Freelance daily work hours do not exceed the number of hours worked in a government job which is 8 hours.

2 RECOMMEDATIONS:

1. We recommend that the universities integrate practical experience in the study plans.
2. We recommend that the universities develop the study plan especially for specialized information technology and add contact and communication skills.
3. We advise universities to strengthen the English language among students.
4. Student have to fend for themselves.
5. Recommended experience sources:
    a. Internet websites and internet courses
    b. Practical training
    c. Courses in private centers

    d. Books

    e. Youtube.com

6. Recommended soft skills sources:

    a. Self-training

    b. Courses

    c. Books

    d. traidnt.net

    e. Youtube.com

7. Recommended English skills sources:

    a. Training courses

    b. AMIDEAST

    c. Practice, practice and practice.

    d. T.V

    e. Chat

    f. verbling.com

    g. Talk English

    h. Listening

8. It is preferred that the government make insurance for freelancers' job.

9. It is preferred that the government enact of laws that protect freelancers

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Appendix:

<u>Questionnaire in English:</u>

1. Questionnaire about Freelance

*Required

Are you *
- o **Fresh graduate**
- o **Student under graduate**
- ⦿ **Graduated from years**

In which university have you studied?*

[_____]

Beside Freelance – Are you working now?*
- o **Official work**
- o **Work with a contract**
- o **Freelance only.**
- o **Others** [_____]

In which year have you began work in freelance*
- o **Less than 30 years old**
- o **More than 30 years old**

Gender*
- o **Male**
- o **Female**

Your university specialization related to:*
- o **Information technology**
- o **Engineering**
- o **Press and Media**
- o **Accountant**
- o **Translation**
- o **Secretarial and law**
- o **Other:** [_____]

How many years' experience in Freelance* ؟
- o **Less than a year**
- o **From 2-3 years**
- o **From 3-5 years**
- o **5 years or more**

If you have offered a government jobs, you will leave Freelance:*
- o **Yes**
- o **No**

You direct people to work in Freelance and followed them *
- o **Yes**

o   **No**

Your Freelance first job was after*
   o   **Less than 3 months**
   o   **More than 3 Months**

Have you started work in Freelance while you are a college student?*
   o   **Yes**
   o   **No**

Is your Freelance work in the same field of your university specialization*
   o   **Yes**
   o   **No**

Your Freelance experience got from*
   o   **University study**
   o   **Courses in private centers**
   o   **Self-learning**
   o   **Others**

The most important sources of gain practical experience in your field, which you recommended *
....

Acquired communication skills through *
   o   **University study**
   o   **Courses in private centers**
   o   **Self-learning**
   o   **Others**:

The most important sources of gain communication skills, which you recommended *

Acquired skills in English through:*
   o   **University study**
   o   **Courses in private centers**
   o   **Self-learning**
   o   **Others**:

The most important sources of learning English, which advises the skills are: *

You began working in Freelance while you *
   o   **Single**
   o   **Married**
   o   **Absolute**
   o   **Widower**

Best freelance websites that dealt with is: *
   o   **Freelancer.com**

- o **Elance.com**
- o **odesk.com - upwork.com**
- o **Others** [_____]

How many hours daily spend in working in Freelance *
- o **Less than 8 hours**
- o **8 hours**
- o **More than 8 hours**
- o **Don't work every day**

When will you resignation? *
- o **When reach the economic sufficiency**
- o **When feeling bored**
- o **Do not given time**
- o **Others** [_____]

The most important success factors of freelance work, "Get the right place to work": *
- o **Strongly Agree**
- o **Agree**
- o **Not sure**
- o **Disagree**
- o **Strongly Disagree**

The most important success factors of freelance work, "Get the right time to work": *
- o **Strongly Agree**
- o **Agree**
- o **Not sure**
- o **Disagree**
- o **Strongly Disagree**

The most important success factors of freelance work, "Get a continuous power supply - electricity -": *
- o **Strongly Agree**
- o **Agree**
- o **Not sure**
- o **Disagree**
- o **Strongly Disagree**

The most important success factors of freelance work, "Get the basic supplies such as computers and the Internet": *
- o **Strongly Agree**
- o **Agree**
- o **Not sure**
- o **Disagree**
- o **Strongly Disagree**

The most important success factors of freelance work, "Fast reply on offered job": *
- o **Strongly Agree**
- o **Agree**
- o **Not sure**
- o **Disagree**

     o   **Strongly Disagree**

The most important success factors of freelance work, "Share your strength points in work field": *
- o **Strongly Agree**
- o **Agree**
- o **Not sure**
- o **Disagree**
- o **Strongly Disagree**

The most important success factors of freelance work, "choose suitable jobs carefully": *
- o **Strongly Agree**
- o **Agree**
- o **Not sure**
- o **Disagree**
- o **Strongly Disagree**

The most important success factors of freelance work, "meet project delivery time": *
- o **Strongly Agree**
- o **Agree**
- o **Not sure**
- o **Disagree**
- o **Strongly Disagree**

The most important success factors of freelance work, "make professional cover letter": *
- o **Strongly Agree**
- o **Agree**
- o **Not sure**
- o **Disagree**
- o **Strongly Disagree**

Freelance solve the problem of youth people if the government provided a strategies to provide functional guarantee *
- o **Strongly Agree**
- o **Agree**
- o **Not sure**
- o **Disagree**
- o **Strongly Disagree**

Freelancers needed rules to protect them as workers in freelance *
- o **Strongly Agree**
- o **Agree**
- o **Not sure**
- o **Disagree**
- o **Strongly Disagree**

Cash delivery is the problem of freelance *
- o **Strongly Agree**

- o **Agree**
- o **Not sure**
- o **Disagree**
- o **Strongly Disagree**

Freelance instability is the main problem of freelance *

- o **Strongly Agree**
- o **Agree**
- o **Not sure**
- o **Disagree**
- o **Strongly Disagree**

Any Comment or recommendations: