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The Impact of Sway Investment and Creative Economy on National Security: A Proposed Architectural Paradigm

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Abstract:

The present study examines the relationship between national security, creative economy and sway investment. A comprehensive review of literature and previous contribution of scholars, researchers and opinion leaders has been firstly accomplished, in addition to a field study that surveys the relevant and concerned parties (scholars, politicians, Journalists, and others). The research findings provide evidences to suggest that national security is dependent to a great extent on the role of creative economy and sway (clout) investment. Where the first includes different types of industries and activities that strengthen national awareness and loyalty. While the second incorporates industries that enable the country concerned to protect its sovereignty and empower political and economic bargaining power on the external and internal levels. Research implications, limitations and fruitful recommendations have been considered where the research results represent a new architectural paradigm that could be used as foundation for a new theory toward national security.

Keywords: sway investment, creative economy, national security, content industry, creative industries, security industry, power

1. Introduction

National security is an industry, with inputs, activities, processes, outputs and it has a large market size for its three types (preventive, predictive and confrontive). National security can also be viewed or considered as an objective, strategy, investment and tactic. It is an objective sought to be realized by any country through forming a relevant strategy, allocating the required resources and preparing the action plans, mechanisms and so forth.

In this respect, it could be argued that investment in national security is representing the core of investing in the future, where the total economic, social and cultural development is dependent upon how strong it is in the country concerned. Country's attractiveness for foreign investment, tourism and deploying the national capital and developing the exchange market and other economic activities are likely impacted to a great extent by the state of national security.

History of states provides evidences to suggest that creative economy and sway investment represent the strategic pillars of national security in a given country.

National awareness, loyalty, respecting or protecting nationality as well as the intangible aspect of sovereignty and dignity are largely dependent upon the quality of creative economy's outputs. While strengthening the country's worldwide political bargaining power, economic capabilities, internal and external security (i.e. security the national territories) are function of the size and types of sway investment. This is in addition to the fact that is national security, from a strategic standpoint or perspective is not limited by encountering, fighting, forbidding crimes and all types of criminal acts and so forth. However, it is a must to extend the concept of national security to include other types of security such as cultural, informational security. Therefore, several debatable issues and considerations must be addressed, where the most important are:

First: the present study represents the first research on the regional or with international level, which denotes a new concept for sway investment and its relation with national security and the strategic importance of the reciprocal relation between national security and creativity and its economies. In this respect, it might be of great importance to refer that since the publishing of the two books of Richard Florida in 2000 and 2002 (the Creative Social Class and the Creative Economy) writings never stopped on the creative economy and also the social creativity (Wilson, 2010). In this context there could be confusion between creativity and innovation, while the difference is clear. Creativity includes two main components:

- (1) Novelty where the new ideas and discoveries are of high value.
- (2) Inclusive individual talent. Creativity is the ideation component of innovation. Also creativity connects imagination with reality at the same time. It is like genius applicable fiction or myth (Wilson 2010).

Second: In terms of creative economy, it can be viewed as a developmental option, which is viable to application depending on the ideas, knowledge, skills and competences to discover and pursue new opportunities. It is a green industry that helps in achieving sustainable development as it consolidates the variability in culture and thoughts. As it also assembles the political free will with

social partnership and building societies that depend on itself (UNCTAD, 2012) to contribute to national security. As Creative Economy is one of the most important mechanisms for Sway Investment and supporting national security, it is also genius economy in its components, mechanisms and outputs. The genius/exceptional output is not only accomplished with an amount of learning or the talent of mimicry/simulation but by the ability to invent new forms, ideas, images and exertions/acts that exceed all theoretical and imaginary boundaries. Genius is the ability to accomplish results that exceed understandings and surpass evidences. Acts that are a delight/exhilaration for time and for future generations are genius acts either it was connected to strengthening national security or any economic or social activity or other activities. Genius acts are durable, have high quality, value and last for so long.

Third: The main criteria for measuring how genius is the security activities or any other works are: the endurance of the act and overcoming/getting past/through time and also adding value to life. If creativity is an ability that people have when they use imagination in innovation then the genius acts are not only necessarily produced by the bourgeoisie class. However many of the genius acts are produced by people who do not belong to the elite. The creative power of imagination is the innovative power of humans (Merry, 1996). One of the most evidential examples of innovative genius, which has passed time test and adds a value to life is the Giza's Pyramids in Egypt, and this was eternalized/immortalized in the poem of the "Pyramids" by Mahmoud Samy ElBaroudy, (National Egyptian Book Organization, 1998).

Fourth: Leaders are required to move beyond the stock of well-known acquired knowledge to manage total activities of the state. Leaders that cannot distinguish between innovation and formal tools and cannot move in directions and fields that have not been discovered before, must understand that the main feature of successful leaders is how to manage future. Also the ability to accomplish a developmental breakthrough on different levels with relation to its leadership position and decreasing the burden on the country's or the budget of the institution that they work for.

Fifth: Understanding investment in sway and containment needs to study the general movement of the national economy, the social and the culture movement for the country guided by past experiences, determinants of history dynamics and the present needs, the future demands and need to shape it, beside to the importance of understanding the strong relationship between creative economy and this kind of investment and their relationship with national security.

Sway investment as an orientation that must be adopted by the country concerned to allocate investment and public spending in creative fields, industries, ideas and new innovations that enable it to enforce its sway and magnify its negotiation capabilities in the political, economic and cultural markets. When the country's role is amplified (either on the regional or the international level or both) in these markets, it can achieve its developmental targets and intensify its national security.

1.1. Research Problem and Objectives

Investigating the past or even the present of many countries specially developing countries introduces evidence to indicate that they neglect investing in any industry of Sway regardless of the size or type of the products that might be planned to generate. These countries left the matter to others which lead to develop dependence /subordination on other countries that have an active role in this field. Although having several regional/geographical advantages or the abundance of raw materials and factors in production that could help these countries to exert their freedom and sovereignty was captured to a large extent by other countries that have economic, cultural and political influence. Therefore the present study will shed light upon the essence of Sway Investment and the feasibility, purposes, and conditions of this investment. Also its fundamentals, infrastructure and many other related issues. Considering this investment as one of the central pillars of strengthening national security.

The relationship between national security, sway investment, creative economy and other infrastructural content required for them, in addition to the leadership behavioral style and the type of managerial mindset needed to manage such relationship has not been studied or empirically tested. Therefore, it is not surprising to argue that previous studies and literature in this respect are either not existing or the few relevant ones that might be available are characterized by imperfection.

However, the importance of the present study lies in testing empirically the relationship referred before as based saliently on a strategic orientation and futurological perspectives, the orientation of countries that practicing power and investing in sway industries to strengthen their national security, the infrastructural requirements/elements for sway investment and their viability to creative industries, the role of content or componential industries (media industries, movies, theatering industries, publishing, etc.) in protecting the country from the fourth generation of war that takes the form of terrorism, fighting authorities, nourishing sectarianism and so forth.

The present study is mainly aiming at building a model or an architectural paradigm to explain and predict the relationships between national security, sway investment and creative economy. This is in addition to highlighting the interactive relationships among them as well as the catalytic variable that might be required for success in this respect.

1.1.1. Conceptual Framework and Literature: Issues and Debatable Considerations

If economic history confirms the stability of Japan as an economic super power for decades up till now, it is also on its way to become a major political power through various ways and modes, this is because Japan has its own future strategic school that reflects its vision to the future world's map with its dominating powers. Reading the World's future map (Yassin, 2006) indicates that there is a major transformation in the world's security environment and time pressure, the accelerated changes and the life cycle of ideas. That is why future prediction and future related researches needs creativity, imagination, the acceptance of risk imposed by leaders and decision-makers and success is pledged by creativity. This is in addition to creativity and innovation must be a constant and continuing task that never ends for decision-makers (Shawky, 2002).

The current strategic spectacle/scene indicates that the world become full of contradictions and diverse in the types of conflicts, the plurality of poles/extremes, the continuous growth of American power and with the rise of globalization phenomenon there is increase tendency toward nationalism's stream. Also with the rise disarmament negotiations there is a widespread of biological and ballistic weapons. At the same time, there are continuous demands for respecting states' sovereignty as the United Nations is always asking while states' sovereignty shrinking up and the right to interfere in states affairs under virtual symbols called human rights and democracy.

The centers of power in the world are in reality represent the main centers for the move toward what is called the globalization phenomenon which was concluded under the title of the world's new system. Figure (1) illustrates these centers. (Abokahf, 2011, 2012, 2015). The targeted geographic area by the Sway centers is the Middle East for several reasons, some of which are protecting markets, controlling oil production, destructing nationalism and fighting Muslims extremists (Neama, 2001).

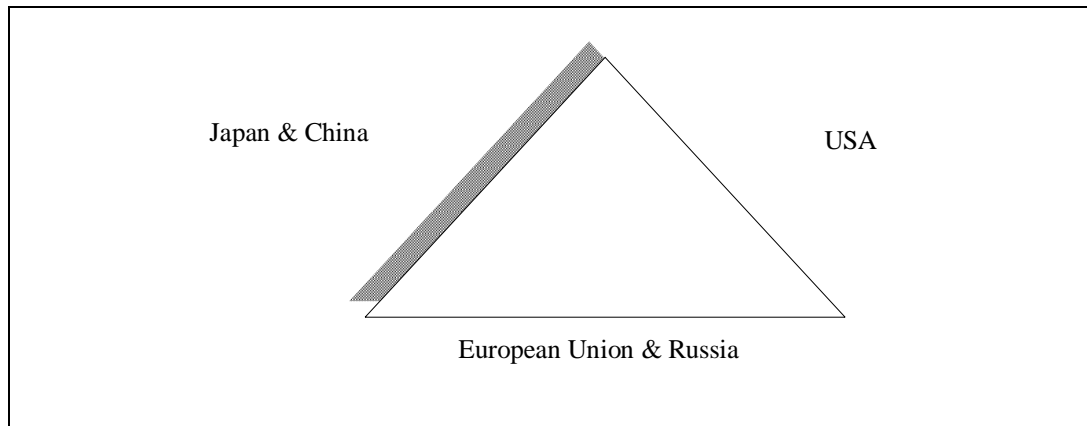


Figure 1: centers of globalization and power (sway)

To justify the salient motives for investing in sway or clout and creative industries as well as economic, it could be argued that such types of investment insures for the countries concerned the followings (examples):

1. Strengthening national security and country negotiation power in political and economic markets.
2. The consolidation of weak and developing countries' entailment either economics, politics or culture to the country that has influence.
3. Markets for selling different kinds of goods and services and markets to acquire production factors at low cost.
4. The support they might get from weak countries in any political or economic inclinations in international organizations.
5. Investment in sway and containation represents a leverage/levers or the effective mechanism that is able to initiating any change and combating any obstacles that stands in the way of constructing and designing national security policies.

1.2. National Security: The False of Conventional Assumption

Although the concept of national security entails various elements and different things, changes from time to time, differs from one country to another and even from one person to another there are several commonalities and common aspects are not debatable. National security is not limited, for example, to protect the country's national borders, or overcoming economic problems or just satisfy peoples physical needs and so forth. It extends to wide variety of fields some of which are:

- (a) Cultural security. Culture is the major source and the most important pillar for forming national awareness that confronting challenges and protecting nationality as well as building loyalty. It is the social cement for a given country, and it cannot be left for experimentation or trial considering the challenges for post market civilization (globalization). The most dangerous/critical challenges are not economical but the cultural ones, as culture is the country and citizen's fortress and the history presents the practical evidence that proves this theory. Japan for examples is a cultural protectorate despite of the destruction and military defeat in the 2nd world war and after the tsunami that hit Japan years ago when Japanese people voluntarily donated two working hours for free to boost their country.
- (b) As for the nutrition and garments security that some are speaking of: it does not mean the safety of citizens but it probably represents the security of the ruling regime, as for the police security is just for preventing crimes. It is a security with negative meaning, context and mechanism as the permanent danger still persisted. The cultural security may be plagued by two types of danger. The internal danger that involves all forms of oppression, whether explicit or implicit over freedom creativities. The external danger that includes the external impacts that are dedicated to alienation, dependency, and cultural imperialism through media techniques and programs, movies, films, etc.
- (c) If there is a conflict between authenticity and modernity, differentiating between three alternatives could resolve this matter (Ali & Hegazi, 2005, Shawky, 2002, Yassin, 2009) - *first*: holding to authenticity or retuning to the origin but it is hard to freeze the history, *second*: modernity is not an options as it is become a part of our life, *third*: the harmonization between authenticity and modernity and this creates more complicated forms of conflicts especially as choosing between authenticity and modernity as relevant to history. Therefore it is necessary for having a reforming dimension that brings back to what is

authentic not only the origins, so there would be no accusation for stopping the historical sequence, and the search for what is authentic is the search for the best and a contradiction between imitation and creativity.

1.2.1. Building the Sway Nation to Achieve Stability and National Security

If the failure of the traditional model for national security faces the war of networks, satellites and informatics that became one of the mechanisms for the political, social, economic and cultural conflicts, and it is not target leaders as much as it targets cultures (Ali & Hegazi, 2005; Yassin, 2009). This war takes three forms as based on figure (2): War between governments, war between the government and nongovernmental activates within the country (extremists, mobs/gangs ... etc. and war against the government.

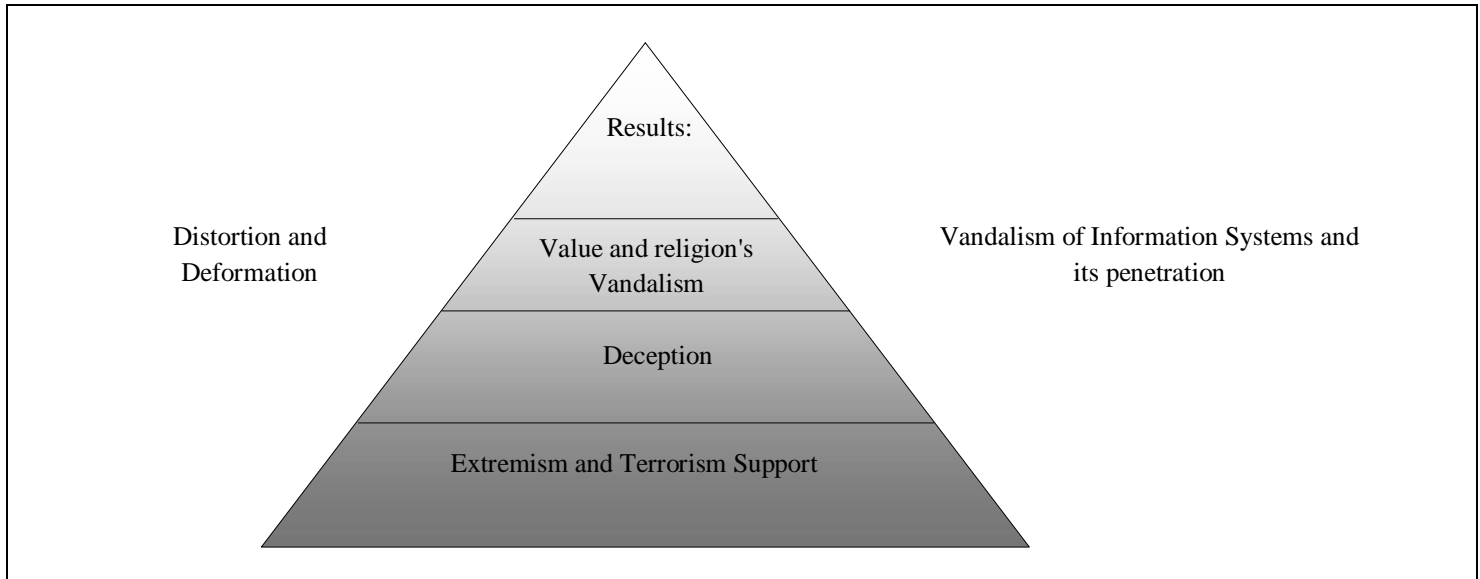


Figure 2: the fields of current war and results

1.3. Gathering and Selective Distribution of Information

The establishment and deepening of culture, civil awareness and citizenship to the nations is a necessary condition to move from the past to the future. Building a nation of security, stability and development needs adopting strategies that focuses on building a creative citizen with a sense affiliation requires:

1. The fair distribution of cultural wealth by using the monetary wealth in publishing low cost cultural products that satisfy the publics needs and also satisfy the elite class at the same time without ignoring cultural quality.
2. Guaranteeing freedom for cultural innovators without interference or use the cultural production for forcing certain viewpoint, ideas and so force.
3. Intellectual diversity and transparency in media informatics.
4. Building a social and cultural security network in all regions of the country and developing cultural infrastructure to enforce the culture of national awareness, consolidation and creativity.
5. Strengthening national postulates as well as fortifying internal frontage against international intelligence organizations.

Sway investment through its diverse production must be directed by national security requirements that are based on several pillars, where the most important are building the inside and dedicating efforts in creative production fields that boost investing and managing the future and the transformation from limited options to various options.

1.3.1. Infrastructure for Sway Investment as Directed by National Security

The concept of sway investment as an efficient mechanism to strengthen and protect the national security is new in the Third World unlike the countries of centralized power or Sway. Searching or investigating the influence map on the international level one will find out that the country that invests in sway has infrastructure available to strengthen its influence and sustain it. The main components of the infrastructure needed for this investment are the following examples:

- A cultural component that is able to create awareness, and the agreement on a national project that dedicates existence, identity, development, loyalty and affiliation. In addition to respecting work, leaders, time and self-confidence.
- Developing citizenship practices and protecting human rights to create the suitable environment for this direction.
- Creating pools or what is known by technology parks and incubators to transform the ideas into creative projects that support sway and produce final outputs that can be marketed internally and externally.
- Building a collaboration network between businessmen, civil society's institutions and the country for funding the investment in sway.
- A country's media that has a vision that supports the nation's internal and external regional affairs and that contributes in shielding the country from the imported cultural and political diseases.

- Establishing a program that rewards creativity as conditioned by not attacking religion or faith and does not destroy habits, norms or traditions that are the composes the main elements of identity.
- The effective use of the geographical location as a strategic mediator or a mechanism to strengthen sway or clout.
- Containment to geographically neighboring countries considering this an important element for development, sway industry and national security.
- If knowledge economy is one of the most important steps to develop a learning society where the latter represents the cornerstone of creative economy. Knowledge economy which supports the national security through:
 - Predictive vision and the speed in taking focusing on pivotal technologies (e.g.: informational, nanotechnology, organic technology, intelligence, solar energy, new military resources ... etc.).
 - Establishing an intensive network for educational and technological collaboration between the educational institutions and different economic and security sectors.
 - Transforming the negative factors of the countries into competitive advantages.
 - Joining star-war program and scientific research partnership.
 - Focusing on choosing the leading fields in marital, medical, nuclear and genetic engineering technologies and Multi linguistics technologies.

1.3.2. Sway Industries

sway industries varies according to the different in the direction and according to constituents of availability of a certain industry and infrastructure. These industries also differs according to the timing and geographic span which will represent the arena of sway as well as the main players in these industries and their goals, the reciprocal relations between those players, and the country concerned that seeking to invest in sway and security. In this context, it is of great importance to address the following:

(1) *Entry Modes into Sway Industries.* Where there is no previous studies in this field a careful reading to the history could lead to deducting and inducting different images of this industry. Based on figure (3) illustrates forms of modes of entry modes into sway industries, investment and containation. Meanwhile, it is a must to refer that the monopoly in producing a sway product is in need for efficient management.

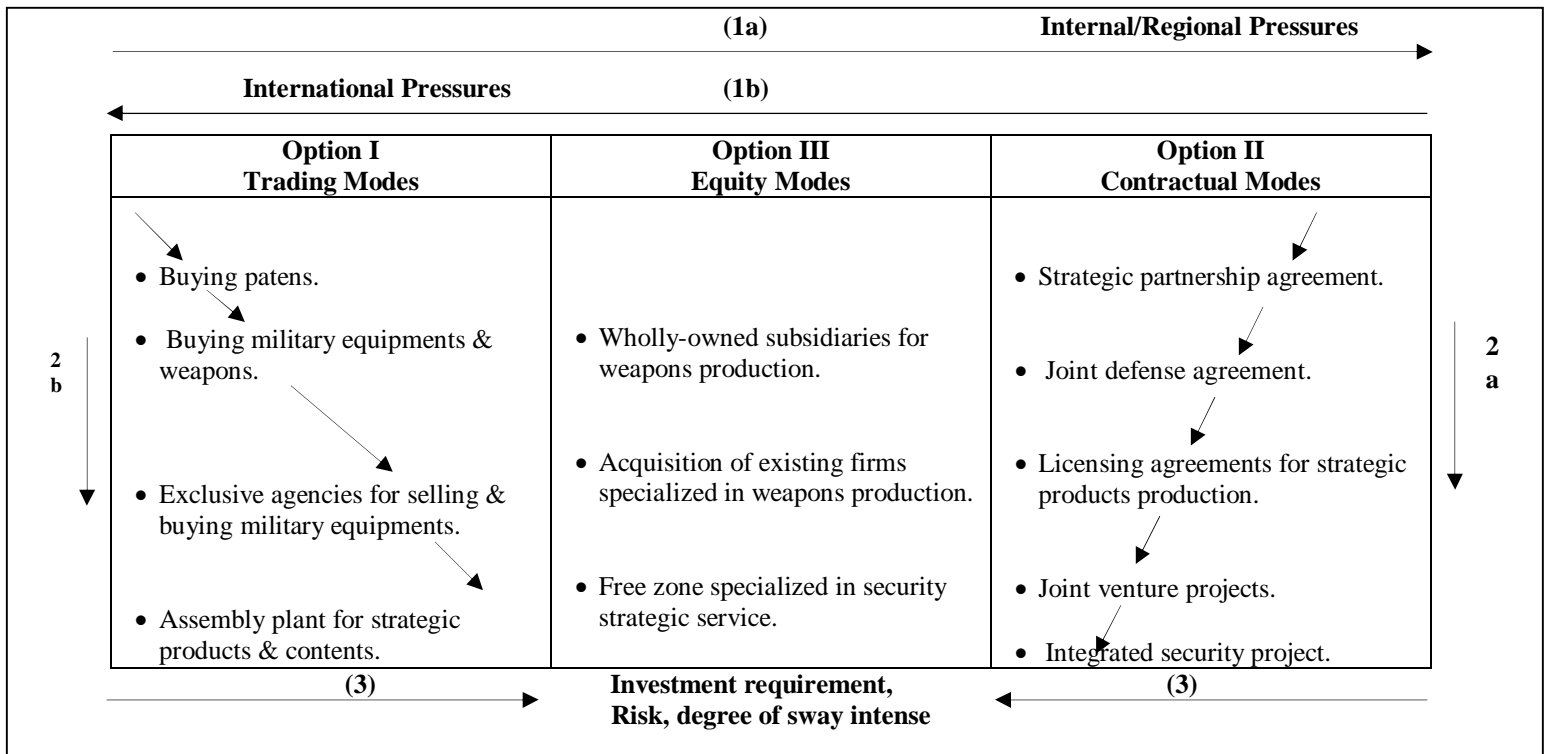


Figure 3: modes of entry into sway industries/investment

Based on the above model, it is of great benefit to refer to the following notices:

- Arrow number (1a, 1b) shows the pressures that countries could face from countries of great power to fail the efforts and strategies of sway investment that leads to strengthening national security and multiplies their negotiating power.
- Arrow number (2a, 2b) shows what can be done by countries concerned to face these efforts using diplomacy or natural resources and their national competences.
- Arrow number (3) below the model indicates the amount of investment required for these industries that increase with a high degree in case of choosing the third direction, as the power of sway increases and if strengthens national security. At the

same time it is expected that pressures from the super powers in a form of economic sanctions or others compared with the other 2 options.

- Contamination of a certain country represents another model could initiate/start influence achievement in an efficient way.
- The directions of arrows inside the model indicates the probabilities of progress and development from an alternative or mode to another.
- More than one alternative could be considered in every option or across the three options.
- Sway investment is not only limited on weapons, or security equipments but may extend to other types like informatics, Nano technology and content industries as arts, theatre, publishing.etc.

(2) *Sway Investment types:* for a start and in the light of the reviewed literature, it might be useful to present the following:

- 1) Reviewing the map of scientific products in the developed countries and the mechanisms of this production, its future plans enables the researcher to note a number of issues where the most important examples are:
 - a. The hot fields for development which will greatly allow humans to engineer the future of miniature electronics, genetic engineering, new resources and gene therapy.
 - b. Nuclear fusion (between Deuterium and Alterinyum) to construct heat nuclear reactors.
 - c. Mega Projects and investment in innovation.

2) Monopoly or uniqueness in any industry strengthens sway. One of the most important facets of American informatics monopoly in U.S.A is how it insists that ICANN the American organization responsible for all what is related to the internet (managing the principal infrastructure, R. servers, sites ... etc.) over the entire world level which led to strengthening of its influence and its internal and regional security as well.

3) With no doubt, the fear of the United States of losing the leading position makes it increases its spending on devoting influence. As for Japan, it tries to maintain the lead without losing identity, seeking to impose its respect. In this context, what president Al-sadat mentioned in one of his speeches to the Arab Nation about October's War 1973 makes sway investment an absolute necessity. The following summarizes what the president has said:

"We were offered the option of having the love of the world without respect or the world's respect without love. We choose the world's respect and leaving love to go to the hell".

Based on the aforementioned points a list of examples of sway industries can be mentioned as follows:

Industries that support national security from external and regional perspectives:

- Advanced programs industries especially with the increase in international demand over intelligence programs, education programs, programs of websites design and the programs related to military weapons and equipments.
- Research and development industry with international associations.
- Constructing silicon valleys.
- Manufacturing weapons.
- Bioindustries, micropological, nano, and informatics industries.
- Semiconductors and electronics industries.
- Industries that are based on or has nuclear elements. As for countries that invest in sway we find that U.S.A, Germany, Israel, France, India, United Russia and Persia that comes on the top list of countries of influence.
- **Content industries that fortifying national security internally and externally**, it is the industries that shape the national awareness and protect the identity and confronts the fourth generation wars that destruct any country internally through targeting the army and the leaders (for example cinema, publishing, media, culture and other different arts that include various components of products, services etc.). Media for example is a force that leads public opinion and it is a mechanism that control the minds, behavior and contributes in creating the public/national awareness.

1.3.3. Leadership and management thoughts needed: at the outset it is essential to distinguish between three types of creativity or even innovation as relevant to this point (Markusen Etal, 2008):

- Creative leadership that is directed by improving and developing performance.
- Creative leadership that is directed by elevating competences.
- Creative leadership that is directed by generating innovations and create new ideas that did not exist before.

As for sway investment for national security, it is important to note the three types: Investments directed by innovations and creative researches, Investments directed by improving resource use, controlling and rationalizing costs and investments directed by performance improvement.

The proposed query with no doubt represents the essence of leadership behavioral style required for the success of creative economy and sway investment at the same time, taking into consideration that there many affect creativity (Alzoabi, 2011), the abundance of skills and competences is not equivalent to the availability of knowledge and the newest does not mean that it is the most suitable (Aly & Hegazy 2005). There are many necessary transformations in leadership and management ideologies to succeed in creative economy. Since creative economy is directed by the requirements of national security needs a different managerial thoughts compared to the phase prior this economy (prior year 2000). Abandoning the old managerial ideas that controlled the work frameworks and its practices in the 20th century, and learning the concepts and practices required for the era of innovation and continuous creativity represents a necessary condition for success and intromission to creative economy. Reinvent Management needs principles and

practices to encourage continuous creativity on one side and adaptation on the other side, and this requires the following (Denning, 2013, 2014):

1. Converting from specific work value (security, economic, cultural.....etc.) maximization/magnifying orientation to the public targeting making the people happier and safe as another orientation.
2. Converting from sustainable competitive advantage to sustainable strategic adaptation for the security and developmental projects.
3. Converting from the ideology and practices of efficiency in security work, for example, to the contribution of various parties in creating value, which help in creating a strong network of different abilities (especially that creative economy is built on).
4. Movement from value chains of one direction of any security or developmental activities to value creating networks of various sources or directions or what can be called interactive networks of value creation where there various directions.
5. Movement from the hierarchical pyramid to collaboration in responsibility, bureaucracy to systematic and continuous innovation system in security and economic institutions that are related to national security.

As survival in this era needs continuous creativity and empowerment of people who have distinctive skills, knowledge and are able to offer a new added value speedily, the genius security management is strongly related to creativity and reality at the same time.

2. Research Methodology

In this context, it is important to indicate that since there were no available field or applied studies that can be used as a reviewed framework for the present study or at least to test the previous analysis and achieve the goals that present study is aiming to realize, the researcher found that for methodological importance a survey should be conducted about the issues that have been discussed and analyzed. However, the field study has been designed as follows:

Research Population: Taking into consideration the contingencies of the topic under study, the researcher decided that the study population would consist of politicians, opinion leaders, scholars, media specialists, well known journalists in Egypt.

Research Sample: The researcher used judgmental sample of size 100 units (respondents) to carry out the field study. Reasons for choosing this sample include among others: enabling the generalizability of research findings, and to act as a base for forthcoming studies. Thus, enabling decision markets in any country to build a model or a comprehensive modern strategy for national security on one hand, and serves as a base to build a theory or a new paradigm for national security on the other hand. It is also important to point out that the chosen sample size is considered sufficient, that is it enables running any required statistical tests, since the minimum sample size that enables running statistical tests is 30 units.

The sample distribution structure used to run the field study is as follows:

- a. Distribution structure according to job: 20% faculty staff members at universities and research centers, 45% Media people, cultural and arts, 35% politicians and opinion leaders.
- b. Geographic distribution by provinces: 25% Alexandria, 75% Cairo and Giza.
- c. Age based distribution: 45% of the sample size aged from 30years old to 40 and 55% from 41 and above.

2.1. Research Variables and Measurements

- *Dependent Variable:* national security (NS).
- *Independent Variable:* Sway Investment (in different creative, strategic industries and content industries) directed by national security.
- *Conditional Variable:* The infrastructure for sway investment and the new leadership and management thoughts.
- *Mediating Variables Includes:* Enhancing the national and international power of countries concerned, Building National Consciousness and awareness and safeguarding it.

In this connection, it is important to mention that the variables were measured using a questionnaire instrument, containing a number of questions measured on a five-point-Likert scale.

2.2. Research Hypotheses and Questions

It could be argued that the present study is exploratory in essence, therefore its results may help in establishing a new research base in which future studies may be built. Given aforementioned notices regarding sample selection, the researcher finds it helpful to formulate some research hypotheses since the study sample allows for statistical validation and test.

- H1: The relationship between sway investment and national security.
→ "There is no relationship between sway investment and national security".
- H2: The relationship between certain industries and creative industries (content industry) and enforcement or enhancing the national security and awareness.
→ "There is no relationship between certain industries and creative industries (content industry) and enforcement or enhancing the national security and awareness".

2.3. Research Questions

The current study poses some strategic questions that are in essence related to terms and importance of investment in sway and national security. The answer of which are considered to be conditional variables affecting the success in and managing the investment in sway or power and national security enhancement. Among these questions the following:

What are the elements or contents of critical infrastructure needed for sway investment? (10 elements were stated for the research sample to provide their point of view whether accepting or rejecting each element, and a chance was given to add more elements). What are the innovative management/leadership thought or behavioral style's features needed to build a national base for sway investments and innovation and to safeguard the main infrastructure affecting investment in power and national security? (Features were given to study sample to comment on whether they accept or reject these features, and a chance was given to add other important features from their own point of view). The final question was related to the viability of creating a Ministry specialized in National security.

Research Framework: Based on the research variables, hypotheses, and questions, figure (4) illustrates the research framework (Model) as follows:

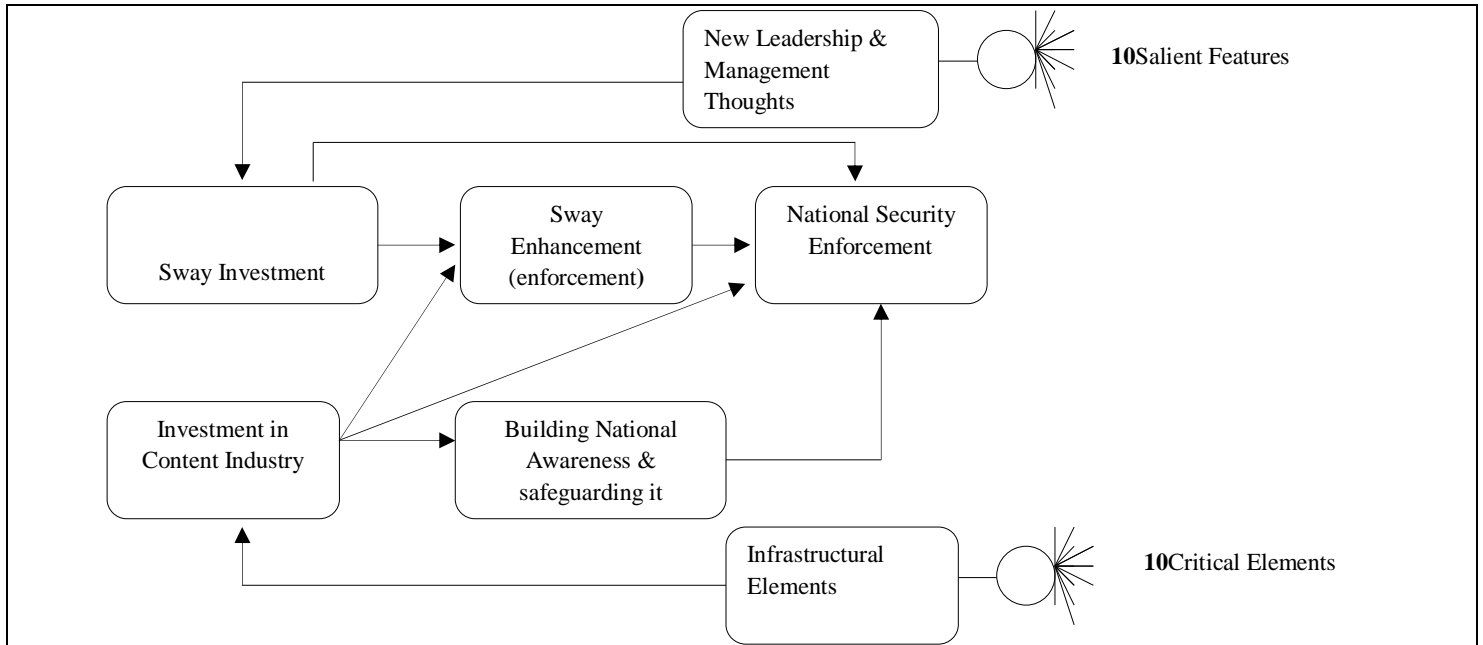


Figure 4: research framework (proposed model)

Rate of Response and Research Limitations: the response rate reached 100% exceeding the researcher's expectations. This in fact may signal out the importance of the present study from the respondents' viewpoints. The current study uses the deductive and inductive approaches in the part related to the basic introduction and theoretical background. Also descriptive analysis is used for the empirical test. Concerning study limitations that limits generalizing research findings, the following are included: the field study has been conducted during the period of 18 June till 31 October 2015 in Egypt, and it is essential to report that the generalizability of study results is limited to the methods used in both the empirical part, the analytical and conceptual part of the study.

Methods of Statistical Analysis: as a start, it is important to refer that the researcher used statistical packages including SPSS and LISREL 8.8, In the light of the research design, data collected, and the study objectives, the following statistical analysis and test were used:

- 1- Cronbach Alpha to test questionnaire reliability and validity.
- 2- Factor analysis to test for correlation among questionnaire statements.
- 3- Discriminate validity to test whether the concepts or measurements that are not supported to be related are. That is to test whether respondents could discriminate questionnaire items.
- 4- Structure Equation Model (SEM) to test for adequacy collected data to research model.
- 5- Chi-Square test (χ^2) to test for model adequacy, T-test and path analysis.

2.4. Research Findings

The analysis of empirical test findings has been accomplished considering the study objectives, strategic importance, and the methodology used without neglecting the aforementioned research limitations. Having considered this, the research findings can be illustrated as follows:

First: Test of questionnaire reliability and validity: Alfa coefficient is used to test the reliability and validity as illustrated in table (1).

Study Variables	Symbol of Variables	Statement Code	Factor Loading	Ch-Alfa (α)	AVE% Average Variance Explained	\sqrt{AVE}
Investment in sway industries	PV.V1	X3.3	0.814	0.876	55.247	0.743
		X3.3	0.800			
		X3.9	0.788			
		X3.10	0.777			
		X3.6	0.751			
		X3.4	0.685			
		X3.1	0.683			
Investment in content industries	CI.V2	X3.8	0.898	0.755	80.693	0.898
		X5	0.898			
Sway enforcement	PIH.V3	X2.2	0.911	0.794	82.919	0.829
		X2.4	0.911			
Building national awareness	NA.V2	X2.3	0.890	0.727	79.293	0.890
		X2.5	0.890			
Enforcement of national security	NS.V5	X2.1	0.920	0.795	84.557	0.919
		X1	0.920			
Leadership & managerial style of thought	MPV6	X6.5	0.861	0.925	61.17	0.782
		X6.6	0.812			
		X6.3	0.801			
		X6.2	8.797			
		X6.7	0.795			
		X6.9	0.769			
		X6.4	0.757			
		X6.8	0.753			
		X6.1	0.745			
		X6.10	0.720			
Infrastructural elements	ISV7	X4.3	0.807	0.885	55.37	0.744
		X4.6	0.805			
		X4.2	0.803			
		X4.8	0.777			
		X4.1	0.774			
		X4.9	0.735			
		X4.4	0.698			
		X4.7	0.644			
		X4.3	0.628			

Table 1: the result of testing the reliability and validity of the research instrument (questionnaire)

Based on the above table, alpha ranged from 0.727 and 0.925 indicating a high level of validity and reliability of research methods, which supports the research results. In terms of discriminant, validity table (2) indicates the salient result.

	Investment in sway industry	Investment in content industry	Sway enforcement	National awareness enforcement	National security enforcement	Leadership & managerial thoughts style	Infrastructural elements
Investment in sway industry	0.743						
Investment in content industry	0.342**	0.988					
Sway enforcement	0.635**	0.224*	0.829				
National awareness enforcement	0.605**	0.465**	0.556**	0.890			
National security enforcement	0.472**	0.445**	0.709**	0.558**	0.919		
Leadership & managerial thoughts style	0.682**	0.505**	0.492**	0.575**	0.537**	0.782	
Infrastructural elements	0.672**	0.528**	0.359**	0.579**	0.453**	0.745**	0.744

Table 2: Discriminant validity & correlation matrix

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

According to Table (2), since the correlations between the two variables is smaller than the square root of the variance for each variable, this indicates the presence of discriminate validity. This also indicates that the variance explained by the variable is bigger than the variance explained between the variables.

Example: the variance between content industries and sway investment is 0.342 which is smaller than the square root of the variance explaining the same variables: 0.743 and 0.988 consecutively. This applies to all variables.

Second: Results of Testing Research Hypotheses: In this connection, it has been proposed two main research hypotheses to be tested. The result of testing can be outlined briefly as follows:

- H1: the relationship between sway investment and enforcing national security. This research hypothesized that, there is no relationship between the two variables. According to collected data and the results of SEM-LISRAL 8.8 the results are as follows:

Investment in creative industries affects power enforcement of a given country at significance level 0.65 with PV less than 1%, and power enforcement leads to national security enforcement where regression coefficient was 0.61 at significance level 0.1%

In light of previous results, it could be stated that investment in creative industries contributes effectively in power or sway enforcement, which leads to enforcing the national security. Among these industries, includes:

- Silicon Valley construction.
 - Weapon manufacturing or alliance with other nations to manufacture weapons.
 - Information and advanced programming manufacturing.
 - Space industries.
 - Nuclear based manufacturing industries.
 - Microbiological industries.
- H2: the relationship between specific industries like content industries and enforcing national security and developing national awareness.

The research hypothesized that there is no relationship among these variables. Based on the data and collected information, and using the same statistical analysis package (LISRAL 8.8-SEM) the results are as follows:

Investing in content industries (media, culture, arts, movies, theaters, and others) affects building national awareness, where the regression coefficient is 0.20 at level of significance less than 1%. It also affects building national awareness directly where the correlation coefficient 0.31 at level of significance of 1%. No support for the relationship between content investments and sway or power enforcement variables, where level of significance larger than 20% and correlation coefficient 1%. This is result means that the presence of a relationship between the two variables is relatively weak. The reason for this result is that, sway investments represents the main constitutional or governmental orientation as compared to content investments.

Other results related to the strategic relationship between previously mentioned findings of testing the research hypotheses as based also on SEM-LISRAL program can be highlighted as follows:

- 1- The investment in content industry and the critical infrastructural elements needed to sway investment which presented in 10 items in the questionnaire (cultural components that able to build awareness, national media that enforces identity and citizenship, the effective benefiting of geographical location, importing patents and others) affect the following:
 - Building national awareness (where regression coefficient is 0-37 at level of significance less than 1%).
 - Sway investments, (where regression coefficient is 0.37 at level of significance less than 1%).
- 2- Sway or power enforcement affects building national awareness (where regression coefficient is 0.39 at level of significance less than 1%).

Testing the research model: The model testing results indicates high level of model fit, where Chi-Square-Test equals 19.22 at degrees of freedom (df) 11; and standard X^2 1.75 which is less than 3, as a maximum level to accept the model. In addition, PV is 0.05733, which is not significant. Therefore there is no difference between the model and the field data. This indicates the validity and reliability of the developed and tested model.

The value of RMSEA (Root Mean Square Error of Approximation) is 8%; and the value of NFI (Normal Fit Index) is 0.97, while the value of CFI (Comparative Fit Index) is 0.98 and the GFI (Goodness of Fit Index) is 0.95. Since the values are greater than the minimum acceptable level to accept the model that is 90% as indicated in figure (5) and table (3) that follows it, the main result is:

The research model (figure 4) is sound and represents a new breakthrough in the field of national security research. It is not a scientific exaggeration that the researcher considers the empirically tested model to act as base for new theory or paradigm building in the field of national security. Figure (5) presents the statistical calculated results as based on SEM analysis.

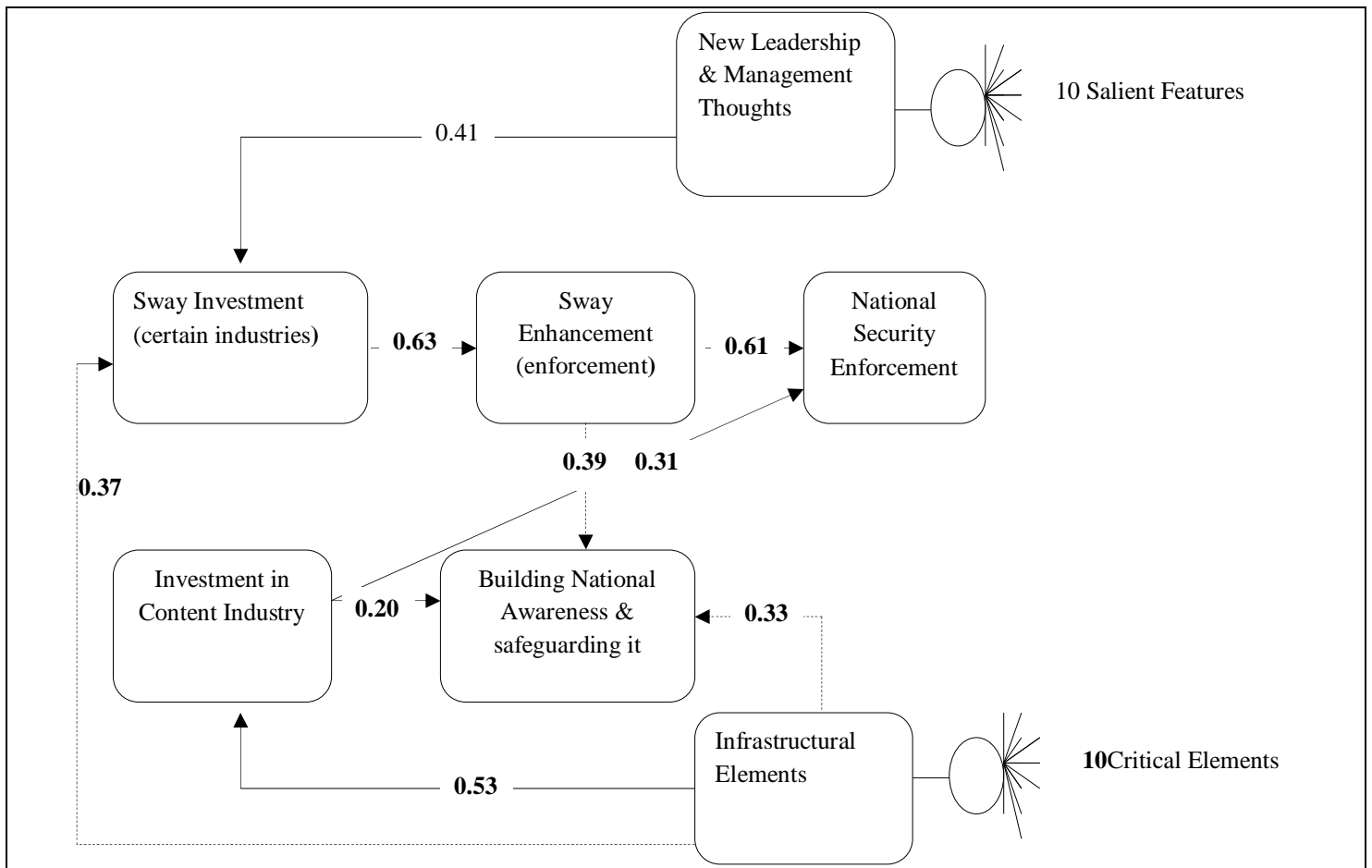


Figure 5: study research after the empirical Test

GFI	CFI	NFI	RMSMA	p-Value	Chi ² / df	df	Chi-Square
0.95	0.98	0.97	0.08	0.05733	1.747	11	19.22
0.90 and above	0.90 and above	0.90 and above	0.08 and less	Insignificant	Chi ² /df=<3		Acceptance Point

Table 3: Goodness of Fit Index

The above results provide the following evidences: national security is dependent upon sway investment and content investment where sway investment enforces national security and content investment (industry) builds up national awareness. At the same time different types of critical infrastructural elements and a new leadership and management thoughts are required to boost sway and content investment, where these factors impact them, and the responses relevant to the research questions provide more support for this evidence.

Third: Responding to Research Questions

The research posed four main questions, the realized results of the field study for each question can be outlined as follows:

Question (1): the critical infrastructural elements needed for investment in sway or power to support national security. Results indicate that the importance of the critical infrastructural elements according to statistical mean is ranked as follows:

- 1- Cultural component capable of building awareness.
- 2- The effective use of geographical locations as a median.
- 3- National media enforcing identity and citizenship.
- 4- National program rewarding innovativeness and creativity.
- 5- Creating technological incubators.
- 6- Providing elements helping sustainability from around the world.
- 7- Providing entrepreneurial capital.
- 8- Creating a network of collaboration among businessmen, universities and the government.
- 9- Developing national abilities and competences.

Question (2): the leadership and management thoughts required. Results indicate that the leadership and management thoughts and practices required have been arranged or ranked according to its importance as based on statistical results as follows:

- 1- The ability to attract and develop new talented leader.
- 2- Establishing reward systems for innovation and creativity.
- 3- Adopting a continuous development and improvement approach rather than an intermittent one.
- 4- The transfer from the stage of managing change to the stage of crating change and leading it.
- 5- The transfer from building a unidirectional value chain to a multidirectional one.
- 6- The transfer from hierarchical structure to being partnership in responsibility.
- 7- The transfer from bureaucracy to an organized continuous innovation.
- 8- The transfer from continuous competitive advantage to continuous strategic adaptation.
- 9- The transfer from a stage of creativity that directed by efficiency to the creativity directed by creating new innovations.
- 10- The transfer from the efficiency applications to the collaboration of all parties to value creation.

Question (3): creating a specialized ministryfor national security. In this regard, and answering the question of whether the respondents agree to the establishment of such ministerial body, results indicate that:

- 1- The number of respondents who totally agreed is 70% of the total sample.
- 2- The number of respondents who agree 12%.
- 3- The number of respondents reporting, "Do not know" is 11% while the number who disagree is 7%.

Based on these results there is an agreement on establishing a ministry specialized in safeguarding the national security, where 82% of the respondents (70% + 12%) agreed that the ministry be specialized in establishing and managing an effective system in that regard is needed.

Question (4): the results related to measuring variance among research sample. In light of the demographic data of the sample profile previously mentioned, a One Way-Analysis of Variance is used by using Post-hoc Test, with Tukey Index for the three sample categories:

- Media, arts, and cultural
- Politicians and opinion leaders.
- Staff members and academic university researchers.

The One Way-Analysis of variance used provides evidences or results to suggest that there is no differences among the politicians, opinion leaders, media and cultural specialists and experts categories of respondents in terms of all the issues and questions studied, while variance has been realized between the first two categories and faculty members and researchers at universities. This variance might be explained by some issues in sampling or the limitations that underlined earlier.

3. Conclusion and Research Implication

At the outset, it could be argued that the present study is a pioneer one that empirically examine the idea of investing in national security, sway investment, content industries, and given previous arguments, salient findings can be summarized as follows:

- Sway investment through certain industries like creative and content industries enhances and affects national security; and that there is a relationship that cannot be neglected between national security and sustainable development.
- Investment in content industries is the main mechanism for building national awareness, and protecting national identity, which immunize nations from fourth generation wars; and defeat terrorism. Building national awareness is the base for maintaining national security.
- Presence of a new leadership and management thoughts is one of the most critical factors affecting the success of investing in national security as well as sustainable development of the country concerned.
- By empirically validating the research model (figure 5), the model is considered to be presenting a new architectural paradigm for the national security. It represents an academic breakthrough, or a base from which researchers may build grounded theory related to building a national security theory.
- Sway investment and content investments must be considered as a national strategic aim and tactic at the same time, all leading to and acts as leverage for nationalism, which leads to a rise in national security inventory in the future.
- Given above mentioned concluding results, the researcher proposes the following framework for the relationship of the components that form a new architectural paradigm for national security as elaborated infigure (6).

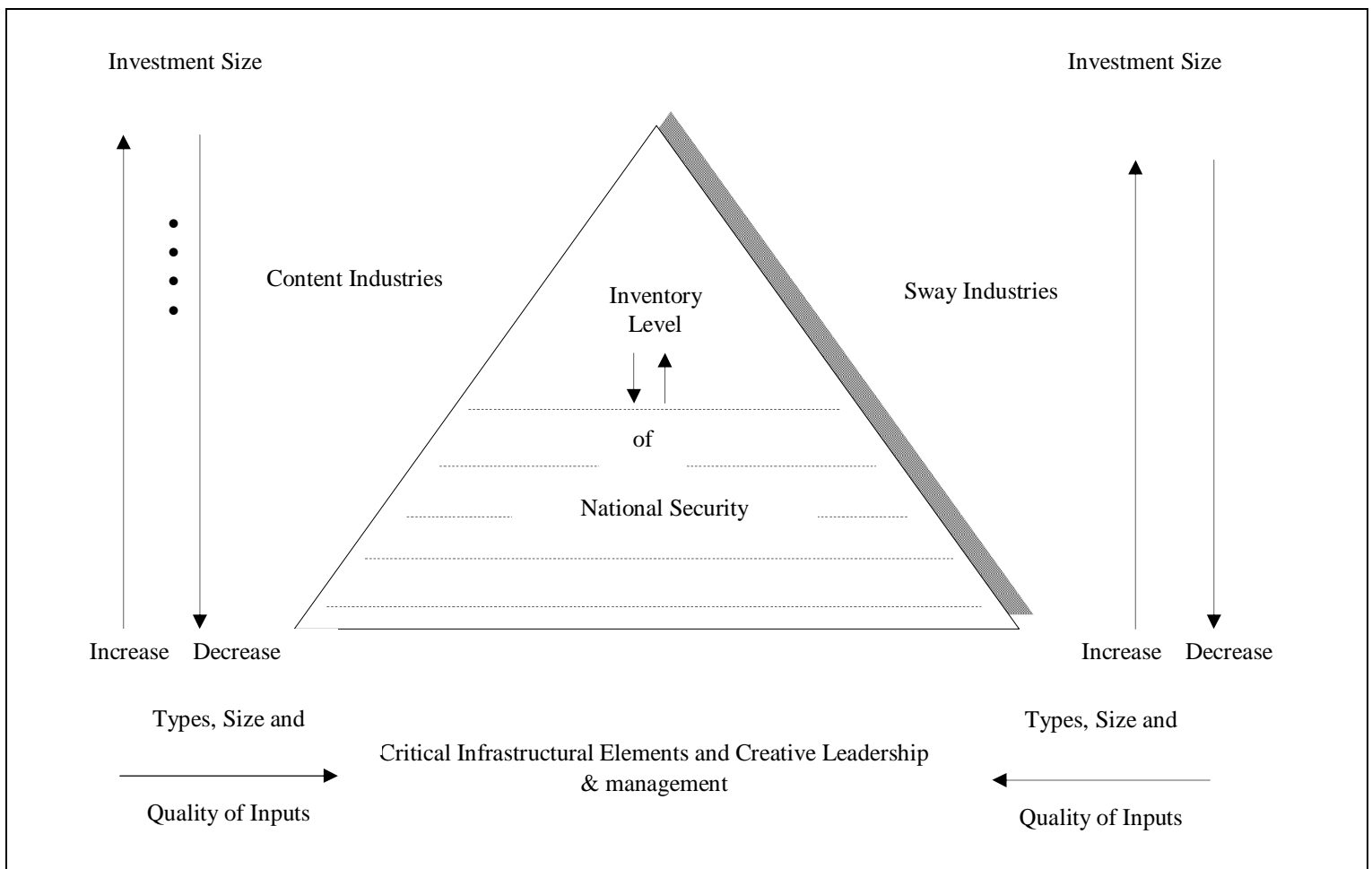


Figure 6: the triangular relationships of national security architectural paradigm and its conditions

In terms of the implication of the present research, it could be argued that the findings realized provide evidences to suggest the importance of revitalizing the national memory, enhance the culture of citizenship and respecting national identity, authenticating the relationship between people and militarily organizations, internet and media governance, developing national content industries, increase the size and types of sway industries.

It is also important to address the need for facing media by media is one of the most effective strategy to safeguard the National Security. Media characterized by effectiveness, excitement, credibility, and updated is an important mechanism in this regard. It also should not neglect the importance of Manama discussion held early November 2015, about the importance of changing the methodology of thinking related to facing terrorism and safeguarding the nation.

Understanding fourth generation wars and the science of protecting national security represent an imperative initiative in this regard. The emergence of a new science related to "Critical national security Infrastructure" concerned with safeguarding the critical infrastructure related in a direct way to national security is an important one. while that the experiences of nations like USA, Canada, and Great Britain in dividing national security in a number of departments, and creating organizations responsible about each department is considered to be an example to follow (keshky, 2015), the present study results indicates that content industries including films, TV serials, media in its different forms, books, poetry, theatre, modest religious speech, arts and others are considered to be more important than traditional weapons that might be used to help safeguard the national security from terrorism. If future is a dream and science, therefore, it is important to create an independent "Security Club" to spread future awareness.

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