

The research aims to determine the nature of the role of self-efficacy for managers in determining the strategic direction of the surveyed organization in question through benefiting from the services provided by business incubators. It has been known that business incubators play an important role in helping organizations to sustain and grow in the sectors in which they operate through the services provided by them, as well as the importance of determining strategic direction by the organization properly to ensure its ability to fulfill its mission and the objectives it is seeking based on the self-efficacy of managers as they are responsible for managing all resources owned by the organization.