Survey of the Relationship Between the Levels of Needs Employees with Their Entrepreneurship

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Abstract: The present study investigated the relationship between the level of entrepreneurship is the amount of staff required. Study of descriptive correlation method and the target is applied. The study population consisted of all the staff and production units in Industrial Estates Tabriz (Iran), the number is 4800 people. Research data collection instruments interviews and questionnaire research is based on Maslow's hierarchy of needs. Its validity in terms of professors and experts in this field has been confirmed. And reliability is achieved using Cronbach's alpha. For data analysis spss software package is used. The research results suggest it is between the need to succeed the need for self-discovery, the need for growth, livelihood needs, security needs and Motivational needs with entrepreneurial levels there, but there is no relationship between health needs and levels of entrepreneurship.

Key words: need to succeed, need for self-discovery, need for growth, livelihood needs, health needs, Security needs, motivation needs, entrepreneurship.

INTRODUCTION

Over many years, behavioral scientists have found that some people have a strong need to succeed and others, which may constitute the majority. Seems to be a success in itself does not feel the need to both magnitudes. First time this phenomenon to the attention of the famous Harvard psychologist Maryland was head Mc. He and his colleagues over 20 years of research about this particular type of human need that is addressed. His research and other researchers in other countries caused most of their research should be subject motivation. And comprehensive theory in relation to the need for success, may have originated. Comments about the entrepreneurs as well as Maryland's head were investigated. He is the entrepreneur's risk-seeking will moderate success. Who knew that Peter Drucker's entrepreneurs take advantage of opportunities. Shpyro Albert knew that Pioneer is the entrepreneur's personal, social and economic activities are organized. And accept the risk of failure. But between theory and definitions of the famous Austrian economist Joseph Schumpeter called the role of entrepreneurship and entrepreneurs in the development process, the consensus of most researchers in this field. According to the economic development and entrepreneurial force in the main Mhrkh engine is developed. His role is to innovate or create new combinations of materials. The main characteristic of the entrepreneur and the innovation that Schumpeter called creative destruction, defined as an entrepreneur dynamic economic theory in his book that the dynamic equilibrium is created through innovation and entrepreneurship, and these are characteristic of a healthy economy, So entrepreneurs are change agents, who sometimes also have the amazing advances.

Review of literature:

There are different views about the definition of entrepreneurship and fully understand the concept of "entrepreneurship" need to be informed of the interdisciplinary perspectives. Entrepreneurship in terms of their nature and researchers in different fields of psychology, sociology, economics, industry and even has historically been defined (Jahangiri, 1387). Entrepreneurial quality that enables people to start a new activity, or with existing activities to develop strength and the non Entrepreneurial engine of economic development, culture and society. Growth and inclusiveness of this phenomenon can lead to the evolution and transformation of the national economy (Hgy, 1382). Including those in the field of study and research have investigated the characteristics of entrepreneurs, can be McClelland, John Stuart Mill, Brvkhavs, David Brch, Tymvnz, Collins, Moore, Myers, Goldstein, and rolled out. The research focuses on entrepreneurs often features being acquired. Karylsky (1980) Some characteristics of these entrepreneurs will need for success, creativity and innovation, risk taking, setting goals, self esteem, internal control, the need for independence, motivation and commitment and stability (Rashid, 1996). Creed (1988) entrepreneurship literature review was complete. And concluded that the main characteristics of successful entrepreneurs need, the need for independence, internal control, creativity, risk-taking and confidence. Another study conducted at Durham University in England. In this study, 16 graduate entrepreneurs and small business owners more than 100 were economic. And 7 major factors that have had most effect on the success of these individuals, were identified which include:

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Outlook: The ability to plan ideas about future activities of the person likes his work to reach that point.
Need for success: motivation to succeed and ability to develop appropriate structures for achieving their goals. Need for independence, while being independent and able to accept guidance and criticism of others.
Obey calculated: the ability to assess risks and develop strategies for its reduction.
Willingness to use the opportunity: the ability to grasp opportunities for development of business activities in various environments.
Internal control center: the acceptance of personal responsibility towards explaining success or failure of performance of work rather than by external factors, such as chance or accident.
Creativity and innovation: Several studies in different countries and various organizations have shown that commercial organizations and innovative managers often have a high level of these needs. General efficiency of such people that the status quo and what is inherited from the past to look in doubt And breaking with tradition in the common working methods and new methods and ways and the organization are improved. Since these people are realistic about his abilities theoretical. And to allow others to intervene and do not work, it may often appear to others uncomfortable and not very friendly. If people with high achievement motivation, also have the fundamental skills of human resource management, are considered the best managers (Mousavi, 1386). Thus, economic factors - political, social and personality characteristics to specific entrepreneurs in the entrepreneurial process, including an issue that has attracted the attention of many researchers. Innovation and creativity, self-esteem, locus of control, risk taking, independence, and achievement motivation in the community focuses on entrepreneurship and development (Aghajani, 1384).
A selection of the background research on the subject include: Arshi and colleagues (1381) in research as the relationship between different levels of Maslow's needs and satisfaction in Ardebil University of Medical Sciences was on the staff. Concluded that the hierarchy of needs and school anxiety and academic performance, there are simple and multiple correlations.
Kabiri and Mahmoudian (1386) as the relationship between fear of success in research and development needs concluded that in many cases because of the unknown can be taught in training courses is not the solution. One of the important skills of being familiar with the management of non-educational problems and find solutions for increasing the skills of its personnel are in control.
Kabiri (1381) in a study titled The Role of Entrepreneurship and Economic Development was done in the private sector in Iran, which the summary is as follows: Income Builders are four groups of economies (Kyvsaky, 1383). The first job selection and preferred that the employee was a permanent safe and enjoy. Others tend to your head and go under different commands. These groups are self-employed, while some others have strongly emphasized on maintaining its independence to launch a major business trend. The people in positions without profit target profitable start working. These people will have more income than previous groups, but their income is higher risk. The fourth are those that are not located in any of the groups listed. These people, who are not self-seeking income, but their capital was brought in for them. They usually provide capital for the second and third groups are active in profits per partner is part of it second and third groups have a special feature that distinguishes them from other people. This is a special force them to set up a new business leads. Without the possibility of this particular force in its modern form was not possible.. This is the same, especially in economics and management literature, entrepreneurship is called Due to the challenging role that our claim does not occur without the production of entrepreneurship.

**The Research Hypotheses:**
1-There is a relationship between the need to succeed and Entrepreneurship level of employee.
2-There is a relationship between the need for self-discovery and Entrepreneurship level of employee.
3-There is a relationship between the need for growth and Entrepreneurship level of employee.
4-There is a relationship between the livelihood needs and Entrepreneurship level of employee.
5-There is a relationship between the security needs and Entrepreneurship level of employee.
6-There is a relationship between the health needs and Entrepreneurship level of employee.
7-There is a relationship between Motivational needs and Entrepreneurship level of employee.

**Research Methodology:**
The study is descriptive of the type of solidarity and respect of the application. The study population consisted of all employees and workers in industrial towns and city units are temperament they estimate that the number of Primary Industries Department of West Azerbaijan province is about 4800 people. Sample size tables based on random sampling of 355 people, Morgan is obtained and reliability of the questionnaire using Cronbach's alpha buoy according Table 1.
Table 1: Variables calculating reliability using Cronbach's alpha.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Correlation</th>
<th>Covariance</th>
<th>Variance</th>
<th>Average</th>
<th>Cronbach's alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>entrepreneurship</td>
<td>0.043</td>
<td>0.028</td>
<td>0.71</td>
<td>2.20</td>
<td>0.65</td>
</tr>
<tr>
<td>livelihood needs</td>
<td>0.093</td>
<td>0.11</td>
<td>1.23</td>
<td>2.01</td>
<td>0.71</td>
</tr>
<tr>
<td>health needs</td>
<td>0.086</td>
<td>0.11</td>
<td>1.32</td>
<td>2.22</td>
<td>0.69</td>
</tr>
<tr>
<td>need to succeed</td>
<td>0.11</td>
<td>0.15</td>
<td>1.35</td>
<td>2.32</td>
<td>0.75</td>
</tr>
<tr>
<td>need for growth</td>
<td>0.10</td>
<td>0.14</td>
<td>1.35</td>
<td>2.42</td>
<td>0.74</td>
</tr>
<tr>
<td>need for self-discovery</td>
<td>0.13</td>
<td>0.17</td>
<td>1.31</td>
<td>2.44</td>
<td>0.78</td>
</tr>
</tbody>
</table>

Conclusion and Discussion:

According to table (2), between the need for success and entrepreneurship level with significance p=0.001 and below 0.05 and value is r = -0.263. The research hypothesis is confirmed and there is a significant weak inverse relationship between two variables. However, the results of previous research findings have confirmed this hypothesis. The researcher's name McClelland (1961) and Atkinson (1977) in their separate efforts, some interesting ideas in the field of achievement motivation, are presented. McClelland says Seems to require the development of human personality traits are relatively fixed and rooted in childhood experiences of individuals are found. According to table (2), between the need for self-discovery and entrepreneurship level with significance p=0.001 and below 0.05 and value r = 0.273 This hypothesis is confirmed by research and a weak direct relationship between two variables is significant. However, the results of previous research findings have confirmed this hypothesis. Creed (1988) reviewed the literature on entrepreneurship was complete and concluded that the main characteristics of successful entrepreneurs need, the need for independence, internal control, creativity, risk-taking and confidence. Another study conducted at Durham University in England. In this study, 16 graduate entrepreneurs and small business owners more than 100 were economic. And 6 essential factors in the success of these individuals has had the most effect, was identified. 1. Landscape, 2. Need to success, 3. Need for independence, 4. Need for growth, 5. Need for self-discovery, 6. Center of internal control. According to table (2), between the need for growth and entrepreneurship level with a significance p=0.000 under the 0.05 and value r = 0.339. The research hypothesis is confirmed and a weak direct relationship between two variables is significant. However, the results of previous research findings that confirm this hypothesis. ALderfer in an article titled new theory of human needs, human needs theory, which made the following checks: 1. Existence needs, 2. Dependency needs, and 3. Growth needs. These needs, physiological and safety needs of Maslow's model is included. According to table (2), between the livelihood needs and the level of entrepreneurship with a significance p=0.000 under the 0.05 and value r=-0.369. The research hypothesis is confirmed and there is a significant weak inverse relationship between two variables. In this study it was found that the level of entrepreneurship and livelihood needs of the staff there is a significant relationship. However, the results of previous research findings have confirmed this hypothesis. Another researcher named McGregor (1960) with modifications in Maslow's theory has done, the hierarchy of needs can be classified as follows. Physiological needs include the need for food, water, need to sleep, need to breathe, and the need to stimulate the sexual needs and so on, not satisfy these needs can not be left for a long time and must be satisfied before other needs. Normal conditions, when a person is placed under starvation or deprivation of water, no food or water than other issues, the smaller shows. When will satisfy physiological needs, safety needs related to the expression goes. Requires that human health risks, threats and denial of any (nutritional, sensory, motor, etc.) is's role. After physiological and safety needs to satisfy a range of reasonable and humane manner, the social needs that prompted the behavior. According to table (2), between the security needs and the level of entrepreneurship with a significance level p = 0.000 under the 0.05 and the value is r = -0.312. The research hypothesis is confirmed and there is a significant weak inverse relationship between the two variables. However, the results of previous research findings have confirmed this hypothesis. According to table (2), between the health needs and the level of entrepreneurship with a significance level p = 0/819 over 0.05 and the value is r = 0.019. The research hypothesis is rejected. Means there is no significant relationship between the health needs and entrepreneurial employees. According to table (2), between the motivational needs and level of entrepreneurship with a significance level p = 0.000 under the 0.05 and the value is r = 0.378. The research hypothesis is confirmed. And a weak direct relationship between two variables is significant. While Maslow's hierarchy of needs, be generalized to all people knows. In a comprehensive study of the theory named McClelland and et al did concluded that the mutual interaction of the individual makes contact with the environment and their community, teaches special needs.
Table 2: Pearson correlation test, between the needs of employees with Entrepreneurship.

<table>
<thead>
<tr>
<th>Variable</th>
<th>motivation needs</th>
<th>health needs</th>
<th>Security needs</th>
<th>livelihood needs</th>
<th>need for growth</th>
<th>need for self-discovery</th>
<th>need to succeed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of Entrepreneurship</td>
<td>( r = 0.378 )</td>
<td>( r = 0.019 )</td>
<td>( r = 0.312 )</td>
<td>( r = 0.369 )</td>
<td>( r = 0.339 )</td>
<td>( r = 0.273 )</td>
<td>( r = 0.263 )</td>
</tr>
<tr>
<td></td>
<td>( p = 0.000 )</td>
<td>( p = 0.819 )</td>
<td>( p = 0.000 )</td>
<td>( p = 0.000 )</td>
<td>( p = 0.000 )</td>
<td>( p = 0.001 )</td>
<td>( p = 0.001 )</td>
</tr>
<tr>
<td></td>
<td>( n = 355 )</td>
<td>( n = 355 )</td>
<td>( n = 355 )</td>
<td>( n = 355 )</td>
<td>( n = 355 )</td>
<td>( n = 355 )</td>
<td>( n = 355 )</td>
</tr>
</tbody>
</table>

Research Suggestions:
Self-actualization needs and there was a direct relationship between entrepreneurship. Therefore it is necessary to promote the prosperity of their people skills and marketing classes to be held to increase the scope of their entrepreneurship.

Demographic factors are influential on the work done and it shows that emotional intelligence is based on personal experience comes from what is effective in entrepreneurship. Major role is the recommended professional seminars to be held in this field.

In this study it was found that motivation is directly related to entrepreneurial success. Therefore it is necessary. To enhance the success motivates continuous information about the characteristics of successful people and successful companies will be done through a poster or booklet. Risk to vulnerable individuals and their scope to develop entrepreneurship.

REFERENCES