

The Dimensions of Entrepreneurship and its Effects on Creativity and Innovation Performance in Educational branches of Iran

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Abstract: Today, creative and innovative people in the world have become entrepreneurs who are the source of massive changes in industrial, production and service areas and are called national heroes. Economic development circulation is moved by entrepreneurship. Entrepreneurship activities have created more than 40 million jobs in the United States economy, while the number of big companies has reduced. Statistics show that about 95% of innovations have lead to fundamental changes in production and service industries and created entrepreneurship jobs. Today, changes in social needs have caused changes in duties of organizations. Organizational factors and efficiency of entrepreneurship development. After fundamental studies and initial investigations to drastic indices called structural factors and constituent factors were indicated to consider the effects of organizational factors in development and amelioration of entrepreneurship. Some premises were also assigned for these indices. Finally, suggestions based on premise test results were offered to develop current situation of organizational factors in organizations. Hence, all organizations can use research founding to develop their efficiency in development and amelioration of entrepreneurship.

Key words: Entrepreneurship, Creativity, Innovation, culture, Strategic thought, Creativity

INTRODUCTION

Lack of reliance, ambiguity, need changes, social issues and economic pressures have lead to a situation in which entrepreneurs can only tackle the issues through creativity and innovation, self confidence, ambiguity tolerance and risk. Randal Schumer 1986 in a model demonstrated the relationship between organizational factors and procedures and innovation, development of entrepreneurs as well as amelioration of entrepreneurship culture. In this model entrepreneurship rate refers to systematic innovation level, management style and organization leaders' attitude. (Harrison, Fredrick, 2001). The most important issue that industries, technical enters and management confront is the lack of consistency between organizational structure and entrepreneurs activities. As a result, developing compatibility between organizational elements of organizations with their needs seems to be of prime significance for development and amelioration of entrepreneurship.

2. Research principles and methodologies:

Developing countries are moving from bureaucratic states to entrepreneurship. In GEM (General Entrepreneurship Monitor) researchers that are conducted annually to investigate entrepreneurship activities and its effects on different countries especially more than 20 countries now, it is founded that economic improvement has got positive unity with entrepreneurship activities of that country. (David a. Defense, prentice-Hal, 2006). What is of prime importance in entrepreneurship is that within 20 years (1960-1980) in an underdeveloped country (India) only 500 entrepreneurship institutions started to work. Even many big companies Referred to entrepreneurs to solve their problems. (KhanMuhamadi, 2008). Human resources in an unlimited source and axis of any development. Research showed that there is a positive unity between economic development and number of entrepreneurs in a country, since a country which has got a large number of entrepreneurs has powerful business and economic motivators. Developed waves of economic and technological activities as well as comprehensive change of views within the last era has attracted many organization attentions to employment of creative human resources and reinforcement of entrepreneurship and nurturing them. Old structures, inappropriate attitude toward human and development and amelioration of man caused the organization, not to be able to lay the foundations for development and amelioration of entrepreneurship and education of innovators (Muqimi , sayyid Muhammad, 2004). Separating from mechanical structures and having organic characteristics as well as social and technical systems lead to entrepreneurship motivation and its development.

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3. Theoretical Basis:

3.1. Entrepreneurship:

Entrepreneurship is rooted from the term entrepreneur that means commitment. Entrepreneurship is innovation procedures and using opportunities, with effort and persistence as well as acceptance of financial, moral and social risks that are faced due to financial benefits, prosperity, self satisfaction and independence (Hussein Safarzadeh and Ali Akbar Farhangi, 2005).

3-2. Organizational entrepreneurship:

Organizational entrepreneurship is that organizations can develop beneficial innovations through persuasion of employees and give them freedom and flexibility to pursue their programs. Without putting them in bureaucratic swamp. (Stoner, 1995; quoted by Muqimi, 2004).

3-3. Structure design:

Selection procedure of each approach that can be helpful and guarantee its existence and performance is called structure design. Structure is defined as organic, horizontal dynamic, flat, flexible, low formality and concentration to develop and ameliorate entrepreneurship. (Carine & Pottelsberghe, 2001).

3-4. Compatible organizational factors to develop entrepreneurship:

Complexity:

Studies have demonstrated that there is a negative relationship between structure complexity innovation and creativity. As a result of horizontal complexities (abundance of occupations and Responsibilities) Vertical complexities (number of management posts) of organizational relationships become more legitimated and decrease of interactions makes organizations far from entrepreneurship and efficiency goals. (Hussein Safarzadeh and Ali Akbar Farhangi, 2005).

Formality is the degree of rules and regulations of an organization. Studies on the relationship between formality and efficiency showed that if the formality is high, then freedom is low, and flexibility decrease due to tendency for learning, innovation and creativity (Khan Muhammad. Hussein, 2008). Instructions, directives and guidelines available at the organization don't give the employees creativity opportunities, as a result of concentration on efficiency. (Carloff A. Bench Learning, 2003).

In other words, an entrepreneurship organization risks. Gives its members the chance to make decisions, judge and utilize their personal creativities in their activities. This won't become feasible unless instructions, directives and operational standards decrease as much as possible and give the employees the chance to show their abilities. In this way, there is a reversed relationship between organization entrepreneurship and formality.

Concentration:

Concentration points out to decision making positions. In an organization which knows efficiency approach units and individuals are given the opportunity to make decisions to design and perform appropriate movements. In entrepreneurship organizations in which decision making opportunities are given to units and individuals to design and perform an appropriate movement, concept of concentration loses its value. According to creativity, Talents, intellectual power of experts and specialists of such organization lack of concentration becomes more and more clear.

Organization culture:

organizational culture illustrates a set of values, beliefs, and methods which organizations have them in common with employees. Characteristics of entrepreneurship organizations are flexibility culture or entrepreneurship, that means outer environment is payed attention through strategic and flexibility aspect and it is tried to supply customer's needs. (David A, Defense, Stephen, P, Robbins, 1989). In this culture, those beliefs and methods are confirmed through which symobles available in the environment can be identified and interpreted in order to have an appropriate reaction or relevant behavior. Such an organization should react based on new plans and be able to restructure and follow a set of new behaviors in performing a new task (Robbinse, Stephan P, 1993).

Management support:

values, management philosophy and amount of executive support of risk takers and inventors in entrepreneur organizations is of prime significance and basically management support is one of the five most important and chief factors of entrepreneur organization organizations that are: encouragement and reward, organizational structure, risk taking, accessibility to sources and management support activities like: financial budget to start and more new plans, utilization of employees' new ideas, compatibility of values and management philosophy or entrepreneurship, Frost to common or joint management, tolerance of rule deviation, apparition of risk takers, executives decision taking power, responsibility of entrepreneurship activities , accept

risk as positive characteristic of diversity in financial Support , appreciation of those who have new ideas, innovative experience of executives, support small and experimental plans organizations executives express management support of entrepreneurship.

Strategic thought:

Strategic thought in individual and organizational level develops a particular farsightness and comprehensiveness that leads to better understanding of organization and environment as well as repeated creativities. (Zimmes, TW, 2002). On the other hand lays the foundation for better communications and interactions between managers and employees and leads to exploitation of employee's genius and creativity in the organization. Organization entrepreneurship has become very important in promotion of organization performance and long term developments programme of the society in economic, social and cultural aspects. Pedagogy of this important issue in different organizations of our country which are enthusiastic for development seems to be absolutely necessary.

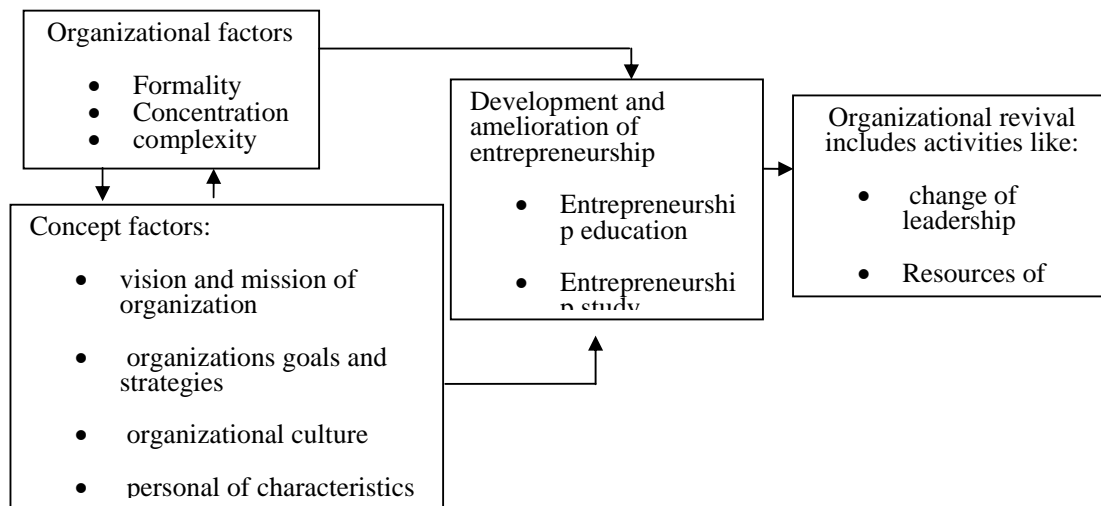


Fig. 1: theoretical framework of study

5.Assumption analysis:

In the following table, mean of considered aspects such as structural, contextual, organizational factors and entrepreneurship and other data about them is mentioned.

Table1: Descriptive Statistics for Variables

	o	N	Minimu	m	Maximu	Mean	Std.Deviation	ce	Varian
Structural aspects	5	4	36		76	62.31	8.27873		68.538
Contextual aspects	5	4	64		88	79.28	6.12232		37.483
Organizational factors	5	4	100		163	141.6	13.23288		175.10
Entrepreneurship	5	4	41		83	69.33	8.68646		75.455

Table2: Analysis of data and results of research hypothesis test.

considerations	Test result	Research premises	R
This premise was confirmed that there is a relationship between organizational factors and development of entrepreneurship. Relationship intensity is 94.8. research show that 98.8 percent of changes are dependent changeable that means development of entrepreneurship is explained through organizational structures and a smaller part through concept dimensions.	Ho rejected	Original premise	1
Relationship intensity between structural dimensions and development of entrepreneurship is 97.4%. While test statistic is in critical situation, premise one is accepted.	Ho rejected	First premise	2
While test statistic is in critical situation premise is accepted. Relationship intensity between type of structure and development of entrepreneurship is 94.6.	Ho rejected	Second premise	3
This premise was confirmed, there is a relationship between scientific structure	Ho rejected	third	4

of university and development of entrepreneurship. Relationship intensity is 51.5 percent.		premise	
Relationship intensity between state affiliated centers of university and development of entrepreneurship is 69.7%. While test statistic is in critical situation, research premise is accepted.	Ho rejected	Forth premise	5
Relationship intensity between research dimensions and development of entrepreneurship is 61.3%. While test statistic is in critical situation, research premise is accepted.	Ho rejected	Fifth premise	6
This premise was confirmed that there is a relationship between financial factors in university and development of entrepreneurship. Relationship intensity is 81.8percentage.	Ho rejected	sixth premise	7
This premises based on there is relation between administration dimensions and development of entrepreneurship is confirmed. Relationship intensity between them is 68.1%.	Ho rejected	Seventh premise	8
While test statistic is in critical situation premise is accepted. Relationship intensity between contextual dimensions of organization and development of entrepreneurship is 70.5.	Ho rejected	Eighth premise	9
This premise was confirmed that there is a relationship between mission and vision of university and development of entrepreneurship. Relationship intensity is 39.9 percentages.	Ho rejected	Ninth premise	10
Relationship intensity between goals and strategies and development of entrepreneurship is 36.7%. While test statistic is in critical situation, premise one is accepted.	Ho rejected	Tenth premise	11
This premise was confirmed that there is a relationship between organizational structure and development of entrepreneurship. Relationship intensity is 56%.	Ho rejected	Eleventh premise	12
This premise was confirmed that there is a relationship between leader's vision of organization and development of entrepreneurship. Relationship intensity is 54.2.	Ho rejected	Twelfth premise	13
While test statistic is not in critical situation, premise one is rejected and H0 is accepted.	Ho rejected	Thirteenth premise	14

Table 3: organizational aspects influence in create and promote entrepreneurship.

variable	Meaningful ratio	Coefficient relation	B	Relation coefficient square	modified Relation coefficient square
Structural aspects	0	0.994	0.959	0.989	0.988
Contextual aspects	0.027	0.994	0.051	0.989	0.988

$$Y = 0/9 + 0.959X_1 + 0.051X_2$$

Based on the estimated model:

- 1- According to the $\bar{R}^2 = 0.988$ calculated, 98.8% of changes in dependent variable means create and promote entrepreneurship are described by the organizational factors dimension.
- 2- Considering the coefficient of the independent variables have positive amount, there is direct relation between changes in organizational factors aspects and create and promote entrepreneurship.
- 3- Based on estimated coefficients, structural dimensions in compare with contextual aspects have more influence in create and promote entrepreneurship.

Suggestions based on research founding:

1-results of the surveys show that office hierarchy in organizations is very high, accessibility to information is difficult, concentration is high and formality is also very high an overwhelming majority of responders believe that there isn't tabular structure in organizations and there are extra formalities in different procedures. It is suggested to give individuals freedom and independence, number of organizational department in horizontal levels and vertical hierarchy and number of positions are to decrease and supporting as well as facilitating procedures are to be proceeded.

2- Organizations panorama and duties are to be written, systematized, provided and encourager of changes and innovations. Sample investigations show that the majority of responders believe their sections have got this characteristic.

3- Entrepreneurship culture development is a culture that allows entrepreneurship grows despite all limitations in organizations; let individuals be present in all stages of a project since their presence. Gives motivation and continuity to the whole project existence of extra sources other than organizations normal activities in performing entrepreneurship activities and promulgating culture of tolerance, risk and errors show that there is a powerful culture in the organization for developing and ameliorating entrepreneurship.

4- being innovative, having business thoughts and changeability are to be characteristics of organizations leaders.

5- Knowledge directed technology, record of inventions and pay attention to quantity and quality of technology is to be payee attention for developing and ameliorating entrepreneurship.

Conclusion:

Organization executives are to be sensitive to concept of entrepreneurship in general and organizational entrepreneurship in details and consider it as one of the main factors of existence and growth of organizations in today's competitive and turbulent world. Organizations issues today are not solvable with yesterday's solutions and future fore dictions cannot solve future problems. Organizations are to be flexible enough to answer all possible situations. Developing entrepreneurship atmosphere helps organization to acquire the flexibility and gives them a hand to have an idea for any situation and institutionalize creativities in organizations. To make a long story shoot, possibility development of test, error and experiment, allowance of error and flour experience possibility, removing obstacles of innovation and creativity in organization, supply necessary sources, encourage and persuade individuals to teamwork, develop independent units in organizations to support entrepreneurship activities, proportioning reward systems, existence of support system to develop and ameliorate entrepreneurship is to be payed attention.

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