



Recognizing Social factors affecting on the development of entrepreneurship culture in the municipality of Sari

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Abstract

The purpose of this research is recognizing social factors affecting the development of entrepreneurship in the municipality of Sari. To this end, all employees (1300) with at least a bachelor's degree of the municipality of Sari have been studied as population. 300 participants has been determined as the sample size by using the formula of Kockran and Morgan table. In terms of methodology, this study is applied and survey methods based on cross-correlation and heuristic. The required data were collected by using a questionnaire based on the conceptual indicators and model. The localization of these scales, incorporated conceptual literature and questions become valid, confirmed and distributed. The validity of content was confirmed by the experts and the validity of construct was also confirmed by using confirmatory factor analysis and KMO index. Reliability was calculated by Cronbach's alpha. The results of quantitative research confirm hypotheses and proposed model of research in the social sciences, statistical software and linear structural relations, this means that all aspects of the relationship and the effectiveness of the factors on the development of entrepreneurship has been approved, so the content factors indicate the development of entrepreneurial culture and as a result the relationship significantly have become confirmed on the given model. Other results show that the number of dimensions and proposed index as well it is the fit and proper approximation of the model in the study population.

Key words: entrepreneurship, corporate entrepreneurship, entrepreneurial culture, developing a culture of entrepreneurship.

1. Introduction

Entrepreneurship is a concept that has existed with the human creation. Entrepreneurship, is seen as the center of gravity of the work and progress in modern times. Without adequate attention to the issue of "entrepreneurship culture", growth and development through changes in production, productivity and technical and industrial synergies cannot be achieved in the field of economy. We should make a special effort in the transition from the traditional to industrial with strengths and individual capabilities entrepreneurs in the use of natural resources and modern technology. Because by use of new technologies for the market prepare themselves to use efficient of tools and access to high quality of goods and services (Moghimi, 2004: 7).

A total of identifying unique characteristics of entrepreneurs as well as factors affecting the entrepreneurial culture in the society and even organization may be considered as a key element of growth and development of various aspects of economic, cultural, social and political in the modern.

So that the element of entrepreneurship is considered as an engine of economic development and education and the investment in human resources. According to the role of entrepreneurship in development of industrialized and advanced countries, developing countries are creating a new wave of entrepreneurial in entrepreneurial organizations. To achieve this important should identify and describe the importance role of entrepreneurial culture and growth factors or barriers in organizations (Brockhaus, 2002: 36).



Accordingly, it is necessary to examine social factors affecting the development of entrepreneurship in the municipality of Sari? And what extent are the importance of each of them? Finally, what extent are the effect of each of these social factors affecting the development of entrepreneurship culture?

2. The Framework of Literature

- **The culture of change understanding explore the possibilities:** One of the characteristics of creative people and entrepreneurs is to change the values the poor and disadvantaged norms in the labor and production. Opportunities of effort and work requires regulatory reform, attitudes and cumbersome restrictions that entrepreneurs' employees and managers handle it well. Thus, entrepreneurs can be known as the ability to organizing and managing work properly and using of opportunities and improving people and new changing can be applied by innovative and initiatives plans. The fundamental belief that communities have a particular effort to broaden and deepen their cultural foundations, is incredibly valuable and decisive. The world is moving towards globalization. With the development of information and communication systems, cultural barriers between nations is reducing. Cultures will have close interaction and extensive in the future.

- **Culture of Stimulating and nurturing of motivation:** One of the goals of education and the promotion of entrepreneurship is incentives for people that have entrepreneurial characteristics.

Incentives such as a desire for wealth, need for achievement, independence and...that would put a person on the path to entrepreneurship. Some people grow in an environment that provided the context for incentives and training features, but most people are not in such environments.

- **Culture of creativity: Being successful** in work and career need plans and new ideas. Creative managers and entrepreneurs use this feature for their employees and themselves appropriately.

Competition with other managers, earn more, and space development work place, beneficiaries employing labor, producing high quality products and increase organizational efficiency, all require new methods and new work environment conditions and needs time to develop. Entrepreneurial culture is based on placing value on creativity and innovation. Entrepreneurs are creative people who generate new ideas and to finally deliver it in the form of a company.

- **The culture of independence and responsibility:** creative and entrepreneurial Employees and managers are decision-maker and are less effect of others. They are self-confident and has a completely independent spirit. In other words, will have a strong personality that can stand in the face of adversity. Risk and compliance decisions beginning with new and original projects require independence in thought and action.

Parsons, the famous American sociologist has stated his theories at the four-state of biological, cultural, social and religious system and believe that the development of entrepreneurial culture and creativity and product innovation under the influence of family and school social system that in light of motivation actors to assume roles in the community and organizations will enhance productivity (Thompson & Et al, 2005).

3. Methodology

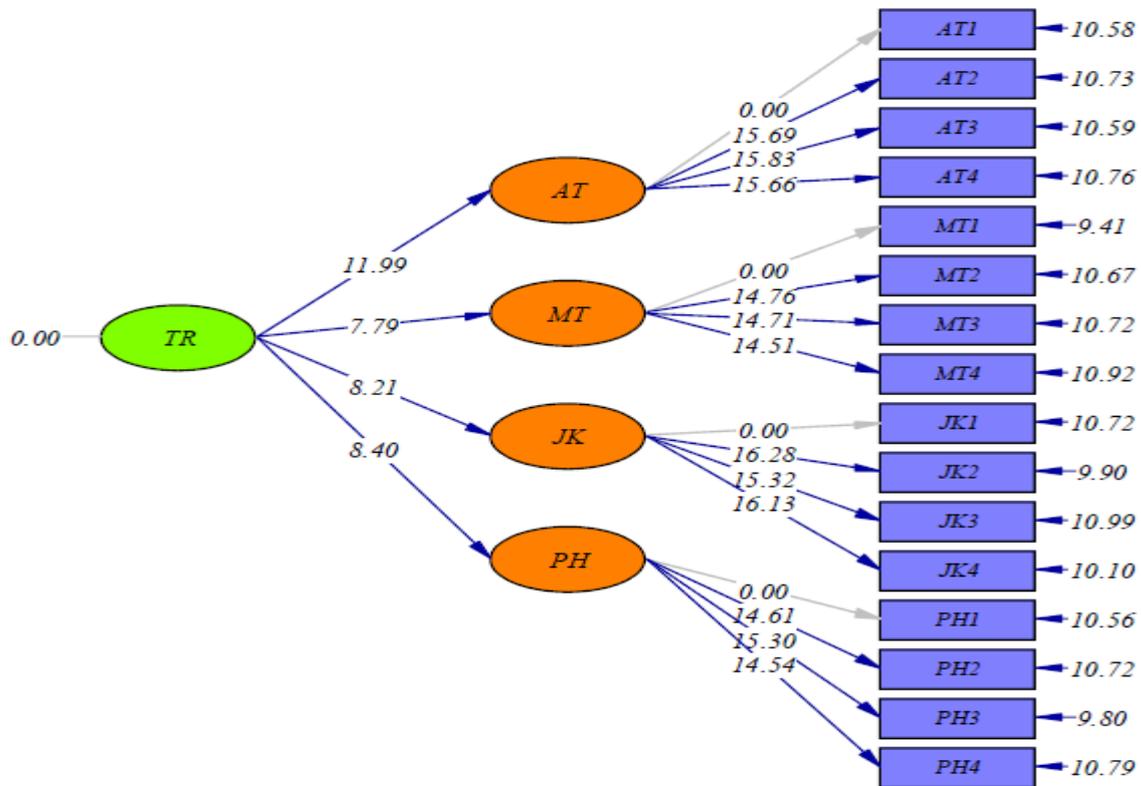


The method of this study with regard of data collection is descriptive exploratory research, while correlation. All employees (1300) with at least a bachelor's degree of the municipality of Sari have been studied as population. 300 participants has been determined as the sample size by using the formula of Kockran and Morgan table. The way of choosing the participants is multistage cluster sampling and ultimately is random. In the present study to calculate the reliability of the questionnaire, the Cronbach's alpha (Cronbach Alfa) is used. According to the coefficients for the questionnaire factors affecting the development of entrepreneurship, including risk factors (risk taking) (81%), achievement (for success) (82%), ideas (idea intellectual stimulation) (79%), pragmatism (result-oriented) (78%), develop a culture of entrepreneurship questionnaire includes variables to understand the culture of change and discovery of new opportunities (78%), culture, creativity and innovation (79 %), civic virtue and citizenship (80%), stimulate and nurture a culture of motivation (81%) and the culture of independence and accountability (76%).

4. Findings

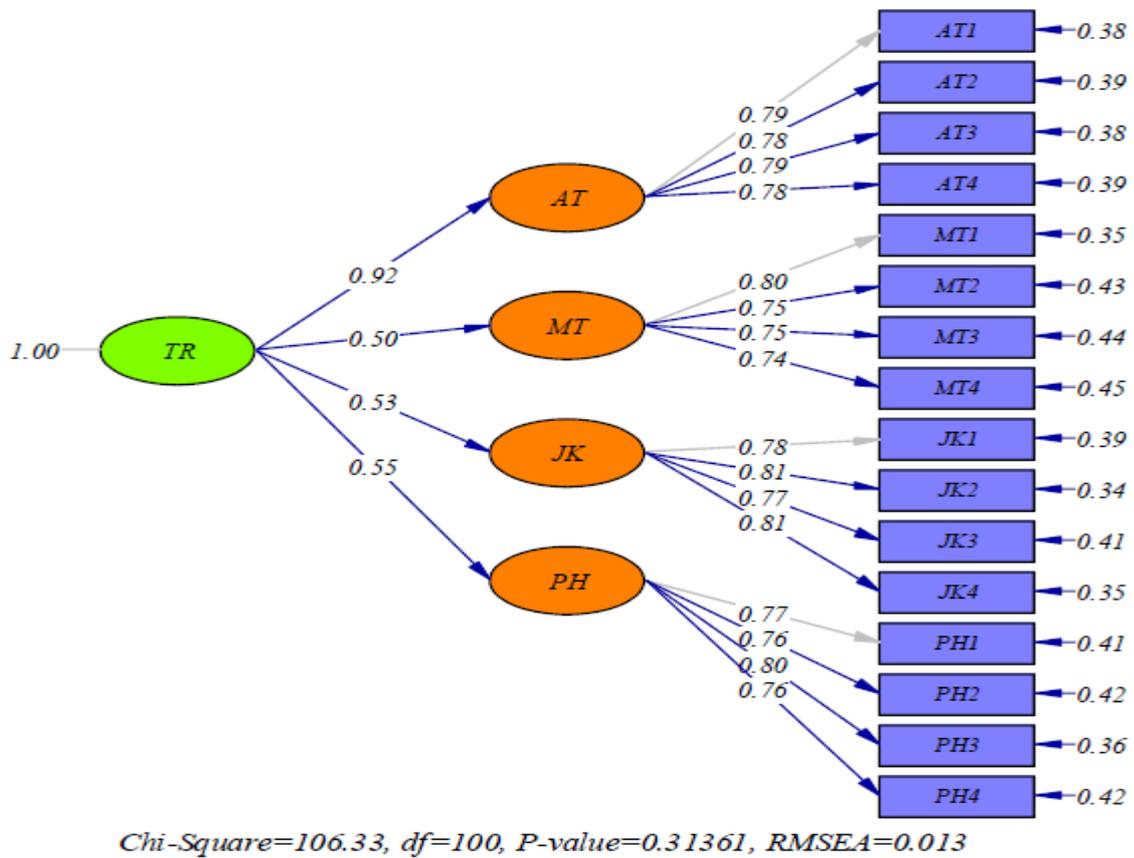
To analyze the data and statistical analysis was used SPSS, and Lisrel in a Pearson correlation test and confirmatory factor analysis and Friedman nonparametric test.

Confirmatory factor analysis of the variables affecting the development of entrepreneurship According to this graphic estimated parameters for all paths that located in a significant and show that structural change employee behavior also has the necessary validity. The graph also estimated standard coefficients, analysis of second order factor variable affecting the development of entrepreneurship provided in order to prioritize variable effects on the dimensions. The table shows the analysis of the second level of variable parameters that according to this table, all the indicators are desirable and structures fitted to the data collected and reliability required in the region.



Chi-Square=106.33, df=100, P-value=0.31361, RMSEA=0.013

Graph 1. Significant numbers of affecting of second-order variable in the development of entrepreneurship



Graf 2. Coefficients of standard estimation analysis of the second level variable and its affecting on the development of entrepreneurship culture

Table 1. The results of the analysis of the second level of variable factors affecting the development of entrepreneurship culture

Variance error (error var)	Square multiple correlation ((R ²	Rank	Path coefficient ((β	A significant number (t-value)	Dimension	Variables
16%	84%	1	62%	11/99	Risks (Risk-taking)	Factors affecting the development of entrepreneurship
75%	25%	4	50%	7/79	Achievement (For success)	
72%	28%	3	53%	8/21	Ideation (The idea of) (the mind	
69%	31%	2	55%	8/40	Pragmatism (Result) (oriented	

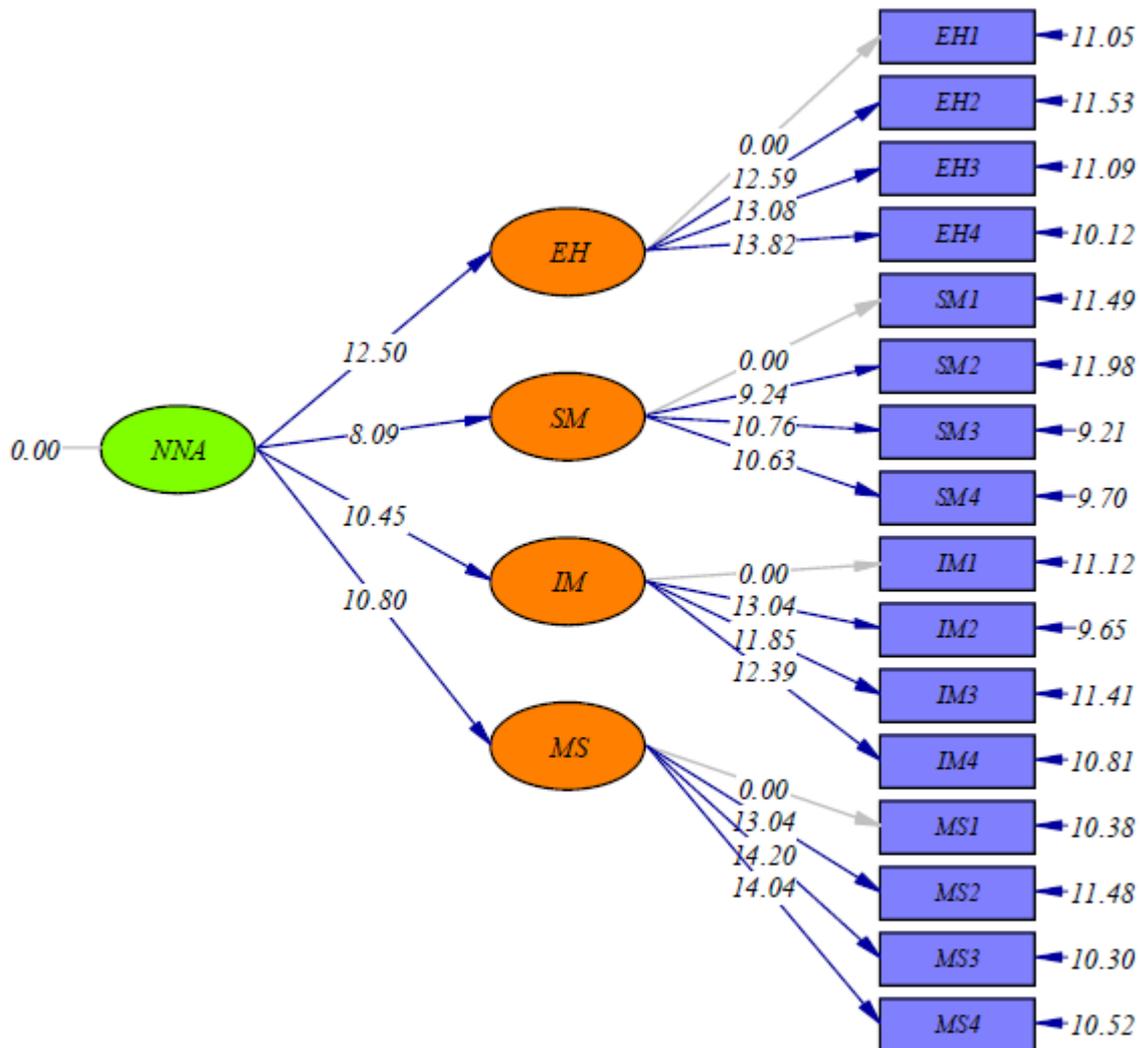


According to the formula for calculating the reliability of the hybrid structure change employee behavior as well as the value of the composite reliability (73%) was obtained with regard to the reliability earned more than (6%), the structure of the factors affecting the development of culture CE has acceptable reliability.

$$P_c = (0.92 + 0.50 + 0.53 + 0.50)^2 \div [(0.92 + 0.50 + 0.53 + 0.50)^2 + (0.16 + 0.70 + 0.72 + 79)] = 0.73$$

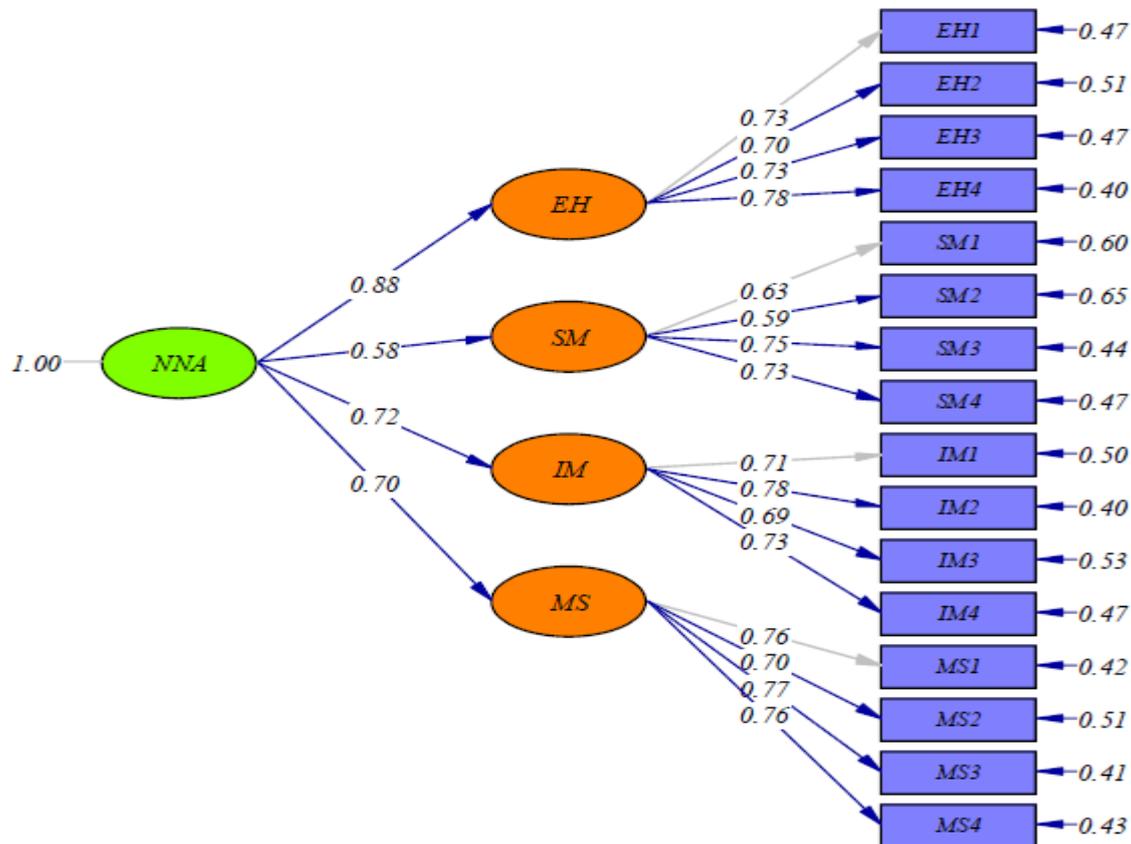
Analysis of confirmatory factor of development of entrepreneurship variables

The graph shows the significant numbers of second-order analysis. According to this graph the estimated parameters for all paths are located in significant level and show that the structure of the narrative to develop a culture of entrepreneurship in the region. In the graph also provided the estimated coefficients, standard variable of second order factor analysis to prioritize the development of entrepreneurship variable effects on the dimensions. The second level of variable parameters fitted to the table analysis shows that according to this chart all indicators are at a good level and the structure of the data collected have the validity.



Chi-Square=143.37, df=100, P-value=0.00293, RMSEA=0.033

Figure (3). Significant numbers of second-order factor variable of development of entrepreneurship



Chi-Square=143.37, df=100, P-value=0.00293, RMSEA=0.033

Figure 4. Estimated coefficients standard second order factor analysis of changing the culture of entrepreneurship

In order to facilitate the interpretation of the results of the analysis of the second level of variable development of entrepreneurship, the estimated parameters in the two graphs is summarized in the table.

Table 2. The results of the analysis of the second level of variable of development of entrepreneurship

Variance error (error var)	Square multiple (correlation (R ²))	Rank	Path coefficient ((β))	A significant number (t-value)	Dimension	Variable
0/22	0/78	1	0/88	12/50	Understanding the culture of change and discovering of new opportunities	Develop a culture of entrepreneurship



0/66	0/34	4	0/58	8/09	Culture of creativity and innovation
0/48	0/52	2	0/72	10/45	Culture of stimulating and motivational training
0/51	0/49	3	0/70	10/80	Culture of independence and responsibility

The reliability of the hybrid structure of the development of entrepreneurial culture with respect to reliability calculation formula combines the following amount (0/71), and with respect to the reliability earned more-than (0/6), the structure of the development of entrepreneurial culture the organization also has an acceptable reliability.

$$P_c = (0.78 + 0.34 + 0.52 + 0.49) \div [(0.78 + 0.34 + 0.52 + 0.49) + (0.22 + 0.76 + 0.48 + 0.51)] = 0.71$$

5. Conclusion

The study suggests that risk factors and risk-taking and pragmatism as the most important factors affecting on the Develop a culture of entrepreneurship in the municipality of Sariis consideredwith an average rating of 14/6 and 12/7;Therefore, it is recommended that municipality of Sari's officials and managers, have more attention than ever to motivation of its staff due to psychological problemsand try toidentify and strengthfactors and elements that could be used to strengthen risk factor - pragmatic, effective on them.So that in this way, can see the control of growth and development of entrepreneurial culture among the staff.

According to the results of thetestand confirmatory factor analysisof research, the ideation and pragmatism in the development of a culture of entrepreneurship is concern as fundamental factors. Because the results of confirmatory factor analysis showed that the idea of pragmatism with impact factor of 0/55 and 0/53were involvedin shaping a culture of entrepreneurship development in the municipality of Sari.It is therefore recommended thatmunicipality of Sari's officials and managersmust understand and pay more attention and leverage management can influence to attract and develop culture and creativity;as a manager through its policies and programs can have a significant effect on employees of a company or an organization.

On the other hand, research has shown that the achievement factor also can be used to develop a culture of entrepreneurship.Because operating achievement has contributed in shaping the culture of entrepreneurship development in the municipality of Sari according to calculations by impact factor of 0/50. So municipality of Sari should make some decision in long-term, short-term or medium-term planning and direction-orientation strategicto take appropriate measures through which they can grow and develop a culture of innovation and entrepreneurship in the organization help the following actions can be done in this regard:

- A. Practical training with action-oriented approach to Sari's employees can be effective in order to develop a culture of innovation and entrepreneurship among employees.
- B. Building trust among employees in various ways, including the issues that the results of this study will be the development of entrepreneurial culture are considered fundamental.



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