

ROLE OF ENTREPRENEURSHIP IN BUSINESS IN IRAN

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Abstract. Modern era is stage for competition for getting benefits and investments. Great industrial countries that are winner of this stage addressed taking benefit from investments at priority. These countries given to educated people and experts move economy to progress and got innovation and new ideas. Economical structure of modern era has significant differences with previous era and hardware indexes and obvious incomes that had a role in economical systems in previous era are replaced by innovation, new idea, creative of new products and software inputs. If the most rich people were those who hold economical resources but now a days the most rich people are those who have knowledge and are entrepreneurer . So economical development in modern era is based on innovation, creative, knowledge and entrepreneurship. Entrepreneurship is one of concepts in human sciences, given that human sciences concepts like empirical concepts are not certain and unit so presenting a clear definition that will be accepted by every one for its words is impossible or very difficult. It is worthy to said that there are definitions for entrepreneurship as many as experts of this field. Differences and similarities in definition of entrepreneurship suggested its expansion and importance that may be addressed from different perspectives and the other hand, it suggested dynamics of problem that facilitates presentation of models and theories and different comments. In defining by commenter and experts , there is obvious differences between job creator, investor and manager. Entrepreneurer is not innovator , scientist and artist but has potential to take benefit from knowledge and experiences and this is talent of entrepreneurer: It means identifying of solutions ,getting solutions and transforming them to commercial successful products. Range of effects of entrepreneurer on society is expend and contains changes from social values to economical development. In modern era, cooperation of costumers in company trade and business has no possible and easy way. It seems that now a days, development and advancement is dependent to costumers idea, adaption with strategies of costumer cooperation and finally, learning from trials. Fortunately, it is some years that fever of entrepreneurship like a real fever that is considered as natural reaction to microbe is clear sign of defense and solution of unemployment in economical system. According to above mentioned, this present research addressed revolution of entrepreneurship definition, its different roles in society and different methods for development of entrepreneurship and improving business environment.

Introduction. Modern era is stage for competition for getting benefits and investments. Great industrial countries that are winner of this stage addressed taking benefit from investments at priority. These countries given to educated people and experts move economy to progress and got innovation and new ideas. Accessibility of these innovations that makes development countries refresh depends on entrepreneurship. They consider entrepreneurship as important thing due to it push society toward technical and innovational way and progress economy and transform new knowledge to services and products. Always there is a belief that entrepreneurship not only creates employment but also improves life quality, fair distribution of income, decreasing social anxiety and increasing benefits.

Economical structure of modern era has significant differences with previous era and hardware indexes and obvious incomes that had a role in economical systems in previous era are replaced by innovation, new idea, creative of new products and software inputs. If the most rich people were those who hold economical resources but now a days the most rich people are those who have knowledge and are entrepreneurer . So economical development in modern era is based on innovation, creative, knowledge and entrepreneurship .

Importance of entrepreneurship and its key role in development of society cause many universities in advanced countries or under development countries address to

Entrepreneurship and then they attempt to expand or enforce spirit of entrepreneurship in university students by strategies, policies and scientific plans. Improving features like creativeness, optimistic, risk taking, foresight, leader skills, independence-orientation and getting different skills may increase chances of entrepreneurship.

Definition of entrepreneurship:

Word of entrepreneurship is a new word in Persian language that lexical meaning of it makes audiences misunderstood by original meaning. This word associates concept of creating job and direct relationship with work(physical work) in mind. Unfortunately, some introduce of entrepreneurship as a job and put it along with worker, engineer, physician, pilot, lawyer and welder while the others define it creating job.

Some believe that entrepreneurer is one who establish, manage and launching a company or factory and take a risk. Some believe that creator of minor or great job are considered entrepreneurer. Some believe that bases of work in industrial era is employment and in post industrial is entrepreneurer. Some consider entrepreneurship synonym of free job and enterprenurrer is employer or investor. While entrepreneurship in term of real and scientific definition has different and various meaning.

In defining by commenter and experts , there is obvious differences between job creator, investor and manager. Entrepreneurer is not innovator , scientist and artist but has potential to take benefit from knowledge and experiences and this is talent of entrepreneurer:

It means identifying of solutions ,getting solutions and transforming them to commercial successful products.

It can be said that first step to recognize and understand any phenomenon or concepts is presentation of clear

definitions. Entrepreneurship is one of concepts in human sciences, given that human sciences concepts like empirical concepts are not certain and unit so presenting a clear definition that will be accepted by every one for its words is impossible or very difficult. It is worthy to said that there are definitions for entrepreneurship as many as experts of this field. Differences and similarities in definition of entrepreneurship suggested its expansion and importance that may be addressed from different perspectives and the other hand, it suggested dynamics of problem that facilitates presentation of models and theories and different comments.

Revolution process of entrepreneurship and presenting its various definitions :

To understand concept of entrepreneurship , a revolution process of entrepreneurship and presentation of various definitions of entrepreneurship from expert view are as follow:

Origin of entrepreneurship is France. This word is French word with commitment meaning. In 16 century, entrepreneur was one who directed army mission. Since 1700, French people used this word to describe government contractor who were responsible for building bridge, road and port... .

This word in Persian language means employer and then it was translated to entrepreneurship . of course, this translation is not comprehensive and full meaning of word. In fact if this word is translated into “creating value”, It will seem reasonable. Although meaning of word “value” in west literature is different with in religious literature. In early 18century, French economist “Bernard Doylidoor” presented comprehensive definition as follow: buying work force and raw material in term of uncertain price and selling products in term of price as contract.

Richard kantilon defines entrepreneurship as follow: entrepreneur is one who presents production tool in order to combines tools for producing presentable products in market.

John tompon says: process in which a new element is produced by creative along with new value using time, resources, risk and other factors is called entrepreneurship. This process is not individual it can be organizational.

In view of economists, entrepreneur is one who adds to values. It means that by time and energy, investments are applied in such way its value or products will be increased in relation to first value. In other words, entrepreneurship process is not creating products or delivering services but also is creation of new product according to market needs and demands to be applicable in society. entrepreneur is one who has ability to identify and evaluate chances of trade and he can collect necessary resources and takes advantages of them and establish appropriate operation to achieve goals.

Mc Cleland explained expansive definition of entrepreneurship and he considered entrepreneurship process beyond job and work and he defined entrepreneurship as a life style so that creative, innovation, job love and continued attempt, dynamics, risk taking, foresightfulness, added value, perfectionalism, taking chance, need to success, optimism are underlying bases of entrepreneurship, in this life, failure has no meaning except that failure is a stage for going up, a condition for learning, uncertain picture of reality, ambiguous goal, reality without benefits. In this life, main motivation is not economical activity rather is criteria for measuring success of person.

In life style of entrepreneurship , main goal is work and satisfying curious sense, achieving to wishes, realizing mental energy and changing it to practical idea and finally value creation and everything is under personal wishes. All together, entrepreneurship results in satisfaction or new demands.

Entrepreneurship included process of value creation through formation of unique collection of resources in order to take benefits from chances. In other words, entrepreneurship process is in which entrepreneur with new ideas and creation and identifying new chances to introduce new products and services or improving production structure along with risk taking in financial, psychological, social field and receiving financial resources, personal satisfaction and independence.

Role of entrepreneurship in society:

Effects range of entrepreneurship on society is very expansive and is from changes in social value to economical quick growth that are explained as follow:

1- organization and effective use of resources:

Positive consequences of entrepreneurship in economy are addressed more than other effects. Researchers believe that entrepreneurs prevent from static balance in economical system and due to opportunistic behavior, they create stage for economical whole system.

2- entrepreneurship and foundation for forming new economy:

Economy in third century experienced wonderful changes. Revolution of information technology and changes in work force combination for sake of knowledge –based force is one of such changes. Maybe, main procedure in economy is movenet toward economical system with network nature.

In such economy, control and designation of resources are done as distribution manner and role of social network in economical development and growth is more than national planning integrated system. Role of entrepreneurship in network- oriented approach is greater than classic economy approach. In modern economy, entrepreneurship plays important role in social network as active elements and results in effective output of material and human investments.

3- entrepreneurship and economical growth:

Quick changes are considered clear feature of new economics. In such economical systems, countries will be successful that be adaptable with such changes. countries with high level of entrepreneurship may be able to adapt to changes

under global economy to get the best position. Researches in this field suggested that economical growth has significant and positive correlation with entrepreneurship activities.

4- entrepreneurship and employment:

Entrepreneurs play key role in employment. About half of developed countries employees are busy in minor trade. Most of new job are resulted from minor trade so their portion is increasing in trade market.

5- entrepreneurship and development of technology:

Up to 67% innovation is in technical field and about 95% of innovation that resulted in basic changes in industrial stage have entrepreneurship originality.

Entrepreneurs may increase choice power of consumers through technology, new services and products and by increasing work efficiency, new hobbies, improving hygiene and health, easy transportation, quality of life of human may be improved. In fact, entrepreneurship covers most part of new industries including personal computers, cell phone , shopping by internet and software industry.

Fever of entrepreneurship in Iran:

In modern era with cooperation of customers in trade, there is no easy way to achieve success. Today, advance and development is dependent to listening to customers idea, adaptation to customers cooperation strategies and finally learning value of trial.

Fortunately, in recent years, fever of entrepreneurship is like real fever that is natural reaction to microbe into body is sign of defense and solving unemployment problems and making job that is clear in face of authorities of Islamic republic of Iran.

Although , opportunists and briber of economy show themselves by artificial fever and impose suffers on real holding of fever and economical and social entrepreneurs. But ,all together, entrepreneurship topic in government and assembly is good news. In such conditions, if the responsible of entrepreneurship may not feel accountability and don't introduce position, goal, concept of responsible and don't maintain it so it will be deviated like other necessary topics or will be forgot or finally destruction. Entrepreneurship is not a job and its promotion may results in unemployment at first but it is engine of development and it not only appears hidden unemployment but also prevent from it.

Awareness of conception limitation and recognition don't imply that world is unpredictable. In facts, we have uncontrollable tent to predict future. Today world needs to policies that improve rich countries perspectives and direct economical growth in new era.

Needed policies are discussed in two dimensions:

- 1- Macro Economical policies should be evaluated. Also , new economies should increase value of shares. Rich countries should improve their financial system carefully. So they make short term corrections in budget to reduce fall of budget quickly. In return, static financial correction like age of retirees and reduction of medical care are under operation.

- 1- Other issue is correction of micro economy. Trade market of china has sustained condition unless this country address investment in services part. Deviations that decrease income work forces should be removed and families should be courage to spend more and less save.

In economies like Germany and Japan, domestic charges are increased and basic correction should be formed.

In economies like Iran, beginning trade needs investment and in some cases, investor institutions contributes new trade in commercial risky activities but if entrepreneur can not attract investment attention he will be alone. Currently, our country suffer from failures, shortages, mal-management that result in abnormal unemployment, shortage of domestic production , low power of government investment, weakness in non oil export and illness. Quick glance to global economy pull us toward belief that growth of entrepreneurship and culture of entrepreneurship is only way of improving ill economy and prevention of worse condition of people if it combines to culture, facilities, abilities and Iranian taste artiscly. According to above reasons of importance of entrepreneurship, it seems necessary that planner and government authorities facilitate culture of entrepreneurship by supporting of comprehensive plans and entrepreneurship process.

Entrepreneurship is new economical- technical phenomenon that in two decades it changed economy and industry world by wonderful consequences. Today, there are suggestions that entrepreneurship may be resulted from training programs. Management science theorists who evaluate technical aspect of entrepreneurship believe that entrepreneurs can be trained in training class to be master. So , entrepreneurship is one of the most expansive activities of universities. Universities should think about entrepreneurship to advance and promotion of knowledge. Because new generation needs to know how to be flexible against unsafe environment and dynamic laws in market. Education system structure should be set in such way graduated can be active in future as entrepreneur.

Main reasons for unemployment and unemployed of graduated:

Main reasons for unemployment and unemployed of graduated are as follow:

- 1- non fit between growth of graduated with growth of chances of job.
- 2- a few chances for growth of and non- holding necessary qualifications for employment of graduated.
- 3- non fit between knowledge of graduated in universities and concept/ experimental skills that are needed for economical activities.
- 4- n advance education system doesn't hold integrated system to improve culture of entrepreneurship among educated.

5- non awareness of authorities of universities centers from importance of development of spirit of entrepreneurship among graduated.

6-low level of scientific skills among graduated. Mean of unemployment among graduated is up to 20%.

.7-non existence of centers for training entrepreneur from graduated until 2011.

8-non support of university entrepreneurship in the country that needs explaining:

a- In Brazil, among 200 entrepreneur only 1 case is graduated from university in where he passed workshops and necessary consultancy at university for starting trade.

b- In India, there are up to 2950 centers for entrepreneurship and centers for improving entrepreneurship activities.

c- In U.S, among 10 beginners of economical activities by advanced technology only 1 case has high education who got necessary skills from entrepreneurship centers.

d- In Malaysia, ministry of entrepreneurship and the young is responsible of directing and meeting software and hardware equipments in scientific centers for developing entrepreneurship.

9-non support of policies and rules of graduated in terms of financial, investment, technical, technology, consultancy affairs for running economical activities.

Methods of entrepreneurship development and improving trade environment:

Legislative and executive strategies are suggested to develop entrepreneurship and improving trade environment.

1-codification of innovation development law in minor trade:

Innovation index of trade in Iran like other traditional economies is very low. While in the most advanced countries, governments found importance of innovation in economical development through innovation law in minor trade. In term of this law, percentage of budget of national organizations covered by this law may be designated to satisfying contract, loan or cooperative contracts.

National organization with identifying of develop and research needs , release information as comprehensive list through governmental organization(minor industry and industrial town) new business holders can deliver research plans to research centers. Aim of this plan is changing innovation ideas to new products and services. This plans are witness of significant success in many countries and cover many trade each year.

2- codification of risky investment law:

Risky investment is addressed recently in research and scientific meetings. Risky investment is for meeting primitive charges of development and investment and also meeting financial resources of new companies that need to improve their own development. Identifying of Infrastructure including legislative infrastructure to establish continue and survival of risky investment fund is necessary.

3- creating of market of stock delivery to public in order to create minor and average trade in province:

Creating of market of stock delivery to public is one of successful experiences in meeting first charges of minor or average trade in recent year. Since main markets of stock and shares are fit for great companies, minor companies for accepting in stock and share market have difficulties. In this path, new stock markets are created for new minor companies.

4- codification of law for creating financial validation companies of minor and average trade:

Meeting financial credits of trades not only is dependent on current financial position but also model of trade and immediate growth capacity are considered as effective criteria to designate credit to them. Financial credit organizations with analysis of market process and companies capacity and human and social investment of trade determine its value.

5- creating offices of electronic government of companies register:

Non trade organization and industrial ownership are established to reduce time and number of center for issuing law certification for all industrial, trade, services, cooperative activities including register or breaking up, register of scientific and industrial invention, offices of electronic government of companies register, non trade institution and industrial ownership.

6- launching internet site of company register by information technology

It can be facilitated that process of establishment, register and develop of companies in country. In fact delivery of informative services related to entrepreneurship increase index trade in Iran(according to trade environment of world bank) through running internet services portal that it increases rate of entrepreneurship activities.

7- codification and approval of law support of establishment and development of trade in underdevelopment regions and giving facilities and resources.

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**STUDYING THE EFFECT OF ENTREPRENEURIAL MARKETING ON MARKETING CAPABILITIES
AND PROJECT PERFORMANCE IN PROJECT-ORIENTED BUSINESSES
(CASE STUDY: SYSTEM GROUP CO)**

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Abstract. One tool that greatly improves the project performance is applying the "entrepreneurial marketing". This type of marketing is often well-known for applying in the project-oriented organizations. Understanding these conditions, the purpose of this study is to study the effect of entrepreneurial marketing on marketing capabilities and project performance in project-oriented businesses. The present study is the applied on based on the objective and the descriptive-survey one in terms of the research design. The data collection tool was a questionnaire. The statistical population of this study was marketing managers and experts in System Group Co. in Tehran. 96 questionnaires were distributed among the sample. Data analysis was performed using structural equation analysis and applying Lisrel8.8 software. The results of this study showed that entrepreneurial marketing has a significant effect on marketing capabilities and project performance in project-oriented businesses; on the other hand, marketing capabilities also have a significant effect on the project performance in project-oriented businesses.

Keywords: Entrepreneurial Marketing, Marketing capability, Business Performance, Project-oriented Companies.

Introduction. Understanding how project-oriented companies work successfully and what positive factors lead to better performance so that they can surpass their competitors, is one of the favorite topics for the researchers. All businesses need to use new and appropriate marketing practices to continue their business and there is only one answer for those flexible, fast and innovative environments such as the environment of the activities of project-oriented companies, especially in the software sector and it is entrepreneurship; because marketing is also considered as one of the key factors for business success, especially for ones in the field of project-oriented companies; therefore, the orientation of the project-oriented companies market is heavily dependent on entrepreneurial marketing knowledge. This form of marketing has a tendency to quick response to competition and optimistic spirit. Entrepreneurial marketing is a concept that attempts to describe marketing processes and identify opportunities in a fluctuating environment for project-driven companies with limited resources and large projects (Yazdani et al. 2016).

Organizations are increasingly committed to implement the entrepreneurial activities in the dynamic environment of today's global competition, in spite of rapid global change (Quinn and Corteco, 2010).

In order to achieve to the superior performance in the project, it is necessary to consider the critical factors such as the time, cost and quality of the project and improve these factors. Project time management includes the necessary processes for managing the timely completion of the project. The project manager's effort in this area focuses on the implementation of the project within the framework of a scheduling plan defined for it; therefore, there should be information available to the project manager to help them measure their project performance at any moment. Project cost management involves the processes related to estimating, budgeting and controlling costs so that the project can be completed with the approved budget. In this area, the project manager has been appointed to complete the project within the framework of the budget; In this regard, he must be provided with information enabling him to control the cost of the project (Sabt et al. 2014).

In such a situation, these businesses should improve their marketing capabilities, such as developing new products and services and delivering them to customers, paying attention to the system of distribution and its improvement with creative methods, sales discussions and attention to sales practices of successful countries in this field, modeling them and localizing these practices and ultimately making more profit.

An entrepreneurial marketing as a new approach, can enhance marketing capabilities that are effective measures to enhance and improve the function of the business market, especially project-oriented businesses committed