



The Impact of Entrepreneurial Strategy of the Manufacturers on Timely Providing of Parts for Super-Engine Manufacturers (Case Study: Saipa Megamotor Company)

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ARTICLE INFO	ABSTRACT
<p><i>Received: 15 March 2021</i></p> <p><i>Reviewed: 25 March 2021</i></p> <p><i>Revised: 15 April 2021</i></p> <p><i>Accept: 28 April 2021</i></p>	<p>Purpose: The research objective is to achieve a solution to improve the method of timely providing of parts through the entrepreneurial strategy for super-engine producers. The main question of this research is this: Is there a significant relationship between the entrepreneurial strategy of super-engine producers and timely providing of parts? The research hypothesis is this: There is a positive relationship between the entrepreneurial strategy of super-engine producers and timely providing of parts.</p> <p>Methodology: The Method of this research is survey research with field study. The data collection tool is a researcher-made questionnaire whose validity has been confirmed by experts in the field. The reliability of the questionnaire was found acceptable by calculating the Cronbach's alpha coefficient. The statistical population of this research is the entrepreneurs in parts manufacturing industry who is working in Megamotor Saipa company in the industrial towns of Tehran, Karaj, Golpayeghan and Tabriz, which total number of those was 400 people in 2016. The statistical sample size is calculated according to the Cochran's table and is equal to 196 people.</p> <p>Findings: The AHP method has been used for ranking the effective factors. The software of SPSS 22 and Expert Choice have been used for data extraction and analysis. The results showed that the research hypothesis is confirmed and there is a positive relationship between the entrepreneurial strategy of super-engine producers and timely providing of parts. This result can be useful in similar manufacturing industries and institutions.</p> <p>Originality/Value: In this paper, The Impact of Entrepreneurial Strategy of the manufacturers on timely providing of parts for super-engine manufacturers is presented.</p>
<p>Keywords: <i>Entrepreneurial strategy, Parts Manufacturing Industry, timely providing of parts, Super-engine Production, Magamotor Saipa Company.</i></p>	

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1. Introduction

The automotive industry, as Peter Drucker calls it, "the industry of industries," is still considered important. This industry has changed human ideas about how to make and produce artifacts for the umpteenth time during the twentieth century [1]. These changes have changed the way we work, our way of life and even our way of thinking. The main product of this industry in terms of the various roles it plays in society, the most important of which is to facilitate communication in the vital activities of society, has received increasing attention from the people and governments. This importance has been so great that in some cases, the percentage of car ownership in the world has been considered as one of the criteria for measuring and evaluating the degree of development of nations [2]. In our country, the automobile industry has been established for many years, but despite this long period, this industry has not been able to enjoy a good position. In this study, after introducing the research topic and the importance of the research topic, a reference is made to the implemented steps and then the impact of entrepreneurial strategy of super engine manufacturers in timely supply of auto parts and assemblies in the country is introduced as one of the main axes of this industry. First, the basic concepts and issues in the supplier management style in the form of the definition of supplier management and industry classification from the perspective of this type of management are presented. The main and global models of car parts supplier management include two main management methods: 1- Japanese or flexible management style -2 American management style has been comparatively studied and finally the determining factors to evaluate the supplier management style and practical recommendations to create the desired management method Supplier described. In the field of supplier chain management in the timely production system, various dimensions have been studied. The management model of Megamotor Company as the main supplier of parts was used to determine the management method of the supplier of auto parts in the country. For this purpose, according to the factors and indicators that determine the supplier management style, a questionnaire was designed and sent to other suppliers. The results of this field-case study showed that the impact of the entrepreneurial strategy of supercar manufacturers in the timely supply of parts and assemblies in the country is far from the Japanese management method and is closer to the American management method. And this is contrary to the global movement of major automakers. By identifying the parts manufacturing industry and the management method of this industry and recognizing the appropriate model of supplier management of auto parts and assemblies, it can be concluded as follows [3].

Statement of the problem (including the main problem, providing evidence of the problem, possible causes of the problem, territory, dimensions and characteristics of the problem, etc.) One of the challenges that businesses face is the problem of globalization. A distinctive feature of the new business environment is the sharp increase in the level of competition. Organizations that want to maintain or enhance their market share in such an environment must adapt to environmental conditions. Competition in global markets undoubtedly brings about fundamental changes for entrepreneurs, organizations and industries around the world as markets, customers, competitors and technology, etc. are constantly changing [4]. Stagnation in such an environment leads to a gradual decline in market share or rapid failure, so companies are constantly innovating in order to survive in a complex environment. The new situation requires urgency; flexibility; and it is constantly rebuilding itself. In the new global economy, companies need to be flexible, adaptable and rebuild their operations in order not to stop. In order to innovate in these organizations, employees' ideas and insights are essential. It plays a key role. Examining various environmental factors and analyzing the positive and negative effects of these factors can affect the success of an organization. Evidence has shown that in some cases,

a combination of low-tech technologies along with creative operations or tactics has also led to success [5]. In recent decades, the attention of many countries in the world to the issue of entrepreneurship development, has led to a wave of entrepreneurship development policies in the world to be proposed and applied. This shows the importance of entrepreneurship even in the eyes of governments. Some studies and researches show that governments play three types of supportive roles for the development of entrepreneurship, which are regulatory roles, cognitive roles and normative roles, respectively, which are the three pillars of supporting the entrepreneurial activities of a country. Regulatory roles are programs that focus on financial support and facilitation of entrepreneurship laws and regulations. Cognitive roles are programs that focus on disseminating management and entrepreneurial skills. Normative roles are programs that focus on improving society's view of entrepreneurship. Today, various factors such as currency fluctuations, methods of sourcing, determining and changing the tastes and habits of customers, relations between producers and suppliers, environmental issues, Civil and legal laws, targeted subsidies, sanctions, political and economic relations and etc. It has created countless opportunities and threats. Therefore, it is necessary to study these factors and determine their effects on the success of entrepreneurs. Recessions, which often lead to widespread economic failures, encourage potential entrepreneurs to start new companies [6]. because entrepreneurs see unemployment as an opportunity to start a business. In such situations, those who identify opportunities and have the characteristics and abilities to start a business come to the scene. Although governments cannot quickly improve the business environment, they can help create a supportive environment for entrepreneurship (2009, GEM Iran Results 2009 and 2009) [7]. The future and expectations of the parts industry make the need for innovation obvious. As mentioned, innovation in the parts industry has a relatively good history and support, but the strengthening and development of innovation in the parts industry requires the identification and strengthening of factors affecting the success of innovations [8]. Significant advances in assembly, manufacturing, design, and dozens of other innovations all reflect the valuable experiences and practices that have taken shape in the component manufacturing industry. However, the question is how, despite the conditions of sanctions against our country, despite the lack of scientific and technical knowledge in the required fields, and despite financial constraints, etc., how such successes have been achieved and what factors have influenced the achievement of these successes [9]. Innovations that have been proudly used by parts manufacturers in the production of entrepreneurship and timely supply of parts and have worked well, lead us to identify environmental factors that affect the success of innovation in the parts industry. At the same time, despite all our efforts, we sometimes encounter failures. Therefore, it is necessary to address the factors that hinder the success of innovations [10].

The current component makers, who once entered this thriving industry as entrepreneurial organizations or small companies and have mainly expanded their activities, are influenced by environmental factors such as global recession, currency fluctuations, and methods of sourcing, determining and changing tastes. Customers and their habits, producer-supplier relationships, environmental issues, civil and legal laws, targeted subsidies, sanctions, political and economic relations, etc [11]. face countless opportunities and threats, which Examining these factors and determining the effects and severity of their effect will play an important role in the timely supply of parts and production in the entrepreneurship of these entrepreneurs and start-up entrepreneurs who enter this field. In management practices and decisions related to innovation and waste of resources, in fact, the experiences and knowledge gained from previous innovations will lead to learning and a beacon for the future, and vice versa, failure to pay attention to them will lead to inefficiency and low innovation rates [12]. Therefore, this research aims to pay attention To identify the effective factors and problems caused by

environmental factors (capital market, financial resources, laws, programs, policies and government tendencies, support of various organizations and institutions, the existence of hidden steps in gaining economic benefits, social and cultural factors and ...) that organizations and entrepreneurs face in implementing projects to create or change and ranking these factors and their impact, to find a suitable path for the development of organizational entrepreneurship and make the right decision for these organizations [13].

Considering these generations of innovation models, it can be seen that each of the various studies on the effective factors of entrepreneurial production in the timely supply of innovation components, some elements and factors presented in these models have been considered. For example, some of them, based on the first generation of models, have a lot of emphasis on internal factors (research and development). Some other studies have emphasized extra-organizational factors such as market variables [4]. Some studies have more comprehensive approaches and at the same time have examined intra-organizational and extra-organizational factors. For example, one of the researches in this field has presented a model for the factors affecting entrepreneurial production and timely production in innovation parts in which innovation (innovative output) is influenced by the characteristics of two key factors: market structure and research and Development. This study states: "According to new and direct measurements of innovation, the following factors affect the success of innovation" [14].

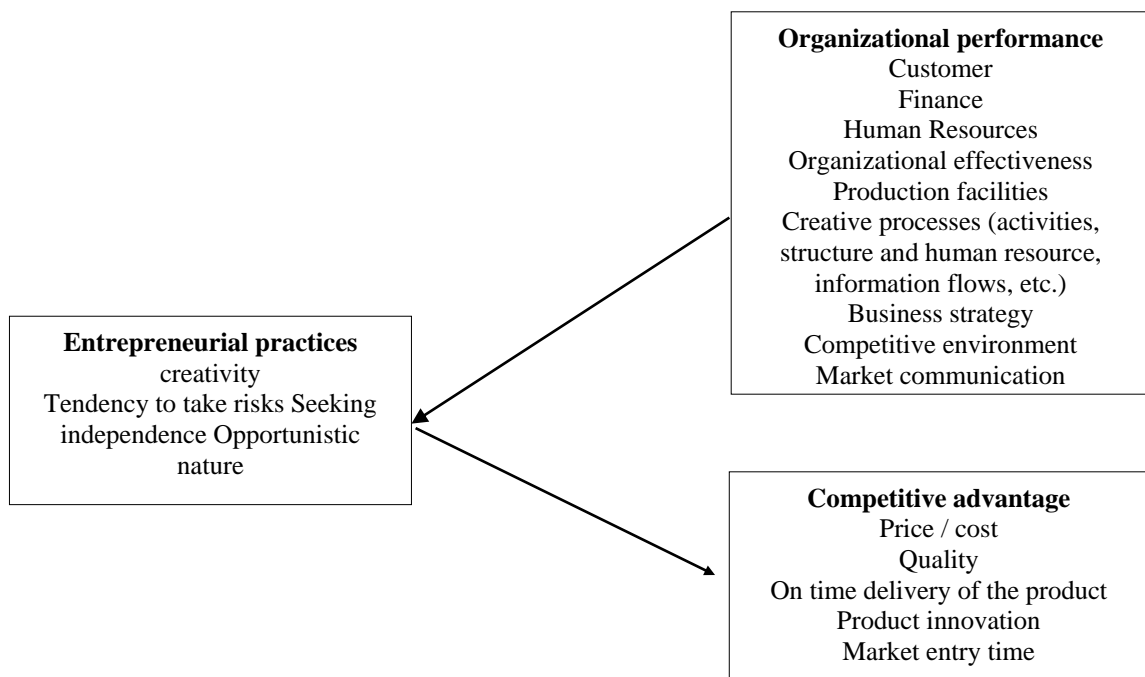


Fig. 1. Conceptual Model

Due to the special conditions of the parts manufacturing industry and the existence of entrepreneurs who often worked in the conditions prevailing in this industry at the past, such as working in small workshops that were run as apprentices or working in large industries that were mainly "imported" and poor "engineering" knowledge of these entrepreneurs and the existence of a large market proportionate to the number of these people, there has been no need to comprehensive research on this industry and the only content related to this industry is several sporadically presented articles. However, many similar cases have been discussed and researched on the success factors of entrepreneurs. The purpose

of this study is to identify the impact of factors of entrepreneurship in timely providing of parts based on their priorities and extent of impact [15].

By identifying and ranking the environmental factors affecting the timely providing of parts and the entrepreneurial production in the parts manufacturing industry, Policymakers and decision-makers in the country can more accurately outline the goals and macro policies and do appropriate planning in proportion to the impact of these factors and promote and develop the desired goals of the country easily and scientifically and in a wide range of parts manufacturing industry. These achievements can be summarized as follows [16]:

- 1- Targeted support of governmental institutions and organizations*
- 2- Familiarity with challenges and the real issues facing the industry*
- 3- Possibility of balancing and generalizing the results and having innovative performance in order to more successful innovative management in other sectors and industries*
- 4- Entrepreneurship development by identifying the factors affecting the capacities, talents and facilities*
- 5- Targeted use of existing potentials*
- 6- Planning in order to reduce the impact of deterrents and increase effective factors*

By identifying and ranking the environmental factors affecting timely providing of parts, entrepreneurs in in the parts manufacturing industry, policymakers and executive managers can more accurately outline the goals and macro policies of the organization and make appropriate planning in proportion to the impact of these factors and ensure the success of the organization and the parts manufacturing industry. These achievements can be summarized as follows:

- 1- Achieving greater profitability and increasing added value*
- 2- Presenting new opportunities for creating small industries*
- 3- Helping to attract investment in this industry*
- 4- One of the effective factors in the survival of the organization*

By identifying and ranking the environmental factors affecting the production of super-engine entrepreneurs and in timely providing of parts in parts manufacturing industry, the path of cooperation of students or esteemed faculty members with entrepreneurs and the Ministry of Industry and other organizations in charge of the parts manufacturing industry will be clarified with a purposeful approach. And targeting this type of cooperation becomes more transparent for these persons because these factors have not been investigated for various reasons yet and due to changes in the impact of these factors over the times and conditions. These achievements can be summarized as follows [17]:

- Creating a targeted relationship between the university and industry*
- facilitator of the future researches*
- Recognizing the approach, experiences and activities in the parts manufacturing industry*
- Creating knowledge as one of the most important requirements of the success of entrepreneurs*
- Practical use of management courses - achieving a model and indicators for successful management.*

2. Necessity and importance of the research theoretically (theoretical achievements)

Considering that the necessity and importance of research theoretically, is the identification and ranking of environmental factors affecting the production of entrepreneurs in timely providing of parts in automotive parts manufacturing industry, so all objectives of the theoretical achievements ranking according to the identification factors. According to this, some of the most important goals of the research theoretically as follows:

- 1 *Identifying the effective environmental factors on the entrepreneurship of super-engines' manufacturers in timely providing of parts in the automotive parts manufacturing industry*
- 2 *Determining the extent of the impact of environmental factors on entrepreneurship of super-engines' manufacturers in timely providing of parts in the automotive parts manufacturing industry*
- 3 *Prioritizing environmental factors on making entrepreneurship of super-engines' manufacturers successful in timely providing of parts in the automotive parts manufacturing industry*

Necessity and importance of the research practically (practical achievements to meet the needs of executive bodies and companies)

Identifying and ranking the impact of environmental factors on entrepreneurship of super-engines' manufacturers in timely providing of parts in the automotive parts manufacturing industry from the perspective of experts and industry experts, by using the MADM method

Table 1. Characteristics of the studied companies

Name of the organization	The field of cooperation of the organization with the student	Type of use of the results
Ministry of Industry		Applied - to determine policies
Automakers		Applied - to determine policies
University		Development of strategies
Parliament and government		Development of appropriate plans and bills
Saipa gearbox motor producer company (Megamotor)	relationship with automotive parts manufacturers	
Dande Fanavar Company	relationship with automotive parts manufacturers and sample companies for a closer look	

In the first column: Organizations that cooperate with you on project implementation, or will use the project findings.

In the second column: How will these organizations help you

In the third column: how the project and its findings will help organizations and how that organization or organizations can use these findings.

Given the importance of the topic, the main objectives of the article can be stated as follows:

- 1- Identifying effective environmental factors and the effectiveness of entrepreneurial production of timely supply of parts in the automotive parts industry from the perspective of experts and industry experts by MADM and AHP methods
- 2- Prioritizing the environmental factors of entrepreneurship of super engine manufacturers over the timely supply of parts in the automotive parts manufacturing industry

3- Providing a solution to improve and increase the entrepreneurship of super engine manufacturers on timely supply of parts for small and medium companies in the auto parts industry.

3. Research Methodology

Due to the fact that entrepreneurship research is context based research, research methods in this field of thought are more qualitative and even beyond that, combined methods. Combined methods are the best way to study and analyze them because most entrepreneurship researches are formed by combining several topics related to different scientific fields. On the other hand, on the subject of these factors in the development of entrepreneurship, different views have been raised by those involved, which can be achieved through interviews. Therefore, the research method of this research is combined and exploratory. Because in this exploratory research, environmental factors affecting the entrepreneurship of super engine manufacturers on timely supply of parts in the parts manufacturing industry are discovered. There is a great need to identify the perceptions and opinions of experts on this issue, which shows the reason for choosing this method for research. Basically, combined research is research that is done using a combination of quantitative and qualitative research [18]. In this research, the mixed model is used as one of the parts of combined research. In this research, based on the summary of models presented by other researchers, we want to study the situation of parts manufacturing in terms of factors affecting the entrepreneurship of supercar manufacturers on the timely supply of parts. Our intention is not to present a new theory or modeling, but to identify the models and factors described by other researchers based on the subject of the research and then supplement and modify the findings with the help of experts to be suitable for use in this research. Therefore, it seems that the appropriate method in such research is the descriptive survey method (correlation), which is usually done through study, interview and questionnaire. In fact, first, the necessary studies are conducted on theoretical foundations and similar research, and based on these studies, relevant and appropriate models, factors and metrics are evaluated to evaluate the "factors affecting success". Then, these factors and measures are obtained through a survey of experts, correction and completion, and its validity. To answer the main and sub-questions of the research and based on the discussion literature, regarding the effective factors of entrepreneurship of super engine manufacturers on timely supply of auto parts, by collecting the necessary data and through statistical tests, to confirm or reject the factors affecting the success of innovation. Is commented. After performing this step, for quantitative data and descriptive and inferential statistics, the standard deviation method will be used and for ranking, MADM and AHP methods will be used. Scientific research is divided into two categories based on two bases, namely the purpose and method of research.

4. Scientific research based on nature and method

Based on the nature and method, scientific research can be divided into 5 groups, which are historical, descriptive, correlational, experimental and scientific research. The choice of research method depends on the goals, nature and subject of the research and its implementation facilities. The research is the study of documents, documents, articles, dissertations, various books. This research is based on applied purpose and. Based on the nature and method, this research can be considered as a correlational type. , This study with a comprehensive view has examined the factors affecting the success of the entrepreneurial effect of megamotor manufacturers on the timely supply of parts in the automotive industry and has been to define a practical problem required by the industry to achieve beneficial results to improve productivity, provide wealth creation and increase the welfare of society.

4.1. Introduction of statistical community

Our statistical population in this research consists of experts in the parts manufacturing industry and some entrepreneurs located in the industrial towns of the country (Tehran, Karaj, Golpayegan, Tabriz) who cooperate in supplying parts to Mega Motor Company. Among these loved ones, 200 people (100 are women and 100 are men) have been selected. Small and medium-sized enterprises are considered as a factor in the growth of the industrial structure of many countries today, and such industries are very important for many developing countries that are seeking to revive their industrial structure. These countries have realized that in order to accelerate the process of industrialization, priority should be given to the growth of small and medium-sized industries, not large industries. For this reason, there is now an unprecedented passion for small industries in many countries around the world. The studied parts manufacturing units in terms of investment and number of employees are as follows:

Small and medium-sized companies and organizations are defined based on various criteria. Some of these criteria are: employment volume, capital volume, production volume, type of technology and export of products, turnover and etc.

Therefore, each country has provided a definition of these companies according to their specific circumstances. In the United States, for example, companies with less than 500 employees are called small companies. In Germany, on the other hand, companies with less than ten employees are considered small and ten to 499 are considered medium-sized companies.

4.2. Entrepreneurship with AHP Technique

According to the calculations performed in the pair effect table in the AHP method below, the final results are according to the Table (2).

Table 2. Ranking results based on AHP method

Impact rating	Agent name	Impact coefficient of 1
1	Liquidity and purchasing power of customers	0.04745155
2	Economic factors	0.04745036
3	Competitors status and market share	0.04744917
4	Exchange rate fluctuations	0.04743012
5	Feel the need of customers for products	0.04742893
6	Behavior of competitors	0.04217691
7	Liquidity	0.04217679
8	Methods of sourcing	0.04217215
9	Low interest rates on bank loans	0.04217674
10	Cultural and social factors	0.04217655
11	Supplier and manufacturer relationships	0.03782131
12	Product domain	0.03770226
13	Technical standard	0.03757131
14	Materials and resources	0.03742845
15	Government agents	0.03690465
16	Legal requirements	0.03163255
17	Production facilities	0.03152881
18	Political sanctions	0.03145738
19	Facility interest rate	0.03138595
20	Customer tastes	0.03137405
21	Civil law Civil and legal law	0.03136214
22	Targeting subsidies	0.02636046
23	Production focus	0.02634345
24	Global recession	0.02633155
25	Environmental factors	0.02631964
26	Tax exemption	0.02630774

27	Assignment of facilities	0.02627679
28	equipment and machinery	0.02626845
29	the earth	0.01581628
30	Ease of setup	0.01054418

The required weights for the AHP matrix are obtained by unifying and scaling the numbers obtained from the correlation of the methods to the three performance indices and the correlation of the performance indices with the performance. The conversion function is $y = 4x + 5$ in which x is the numerical value of the correlation between the two variables and Y is the numerical value of the conversion x in the range 1 to 9 for the AHP matrix, i.e. we want any number between -1 to 1 in the analogy between Express the two numbers 1 to 9, can be converted using the above function. The above relation is obtained using regression.

Table 3. Summary of the results of the first model

Model	R	R square	Adjusted R square	Std. error of the Estimate
1	1.000	1.000	1.000	.00000

Table 4. Summary of ANOVA test results

Model	Sum of squares	df	Mean square	sig
Regression	32.000	1	32.000	0.0000
Residual	.000	1	.000	
total	32.000	2		

For the required weights in the AHP matrix, the correlation ratio of each of the success factors with the success indices in entrepreneurship was used. The ratio of the numbers obtained is obtained from the conversion function.

4.3. System compatibility

Almost all calculations related to the relationship of indicators to performance in AHP are based on the initial judgment of the decision maker, which appears in the form of a pairwise comparison matrix. Any errors and inconsistencies in comparing and determining the importance between options and indicators will distort the final result of the calculations. In other words, the importance of AHP, in addition to combining different levels of decision hierarchy and taking into account various factors, is in calculating the rate of incompatibility. Incompatibility rate is actually a mechanism that determines the compatibility of comparisons. This mechanism shows the extent to which the priorities of the tables can be trusted. Experience has shown that if the incompatibility rate is less than 0.1, the consistency of the comparisons can be accepted. In this study, Expert Choice software was used to determine the incompatibility rate. In this study, the incompatibility rate is 0.02 (less than 0.1). Therefore, the compatibility of comparisons can be accepted.

In the table below, the correlation between entrepreneurs' success factors, extracted from 2012 articles, and entrepreneurs' success indicators is measured based on the article. This correlation shows the effect of each success factor on the success indicators of the parts industry.

Table 5. Correlation between entrepreneurs

	Correlation with		
	Serve the community	Earn work	Family balance
Legal requirements	0.85	0.35	0.23
Production facilities	0.32	0.65	0.54
International boycott	0.89	0.66	0.21
Ease of starting a business	0.26	0.35	0.55
Currency fluctuations	0.41	0.32	0.65
Bank interest rates	0.56	0.36	0.68
Cash	0.36	0.91	0.48
Production based on customer needs	0.88	0.86	0.22
Technology	0.79	0.87	0.12

4.4. Scope of research (thematic, spatial and temporal)

This applied research will be carried out in the second half of 2020 with the focus on identifying and ranking the effective factors in the entrepreneurship of super engine manufacturers on the timely supply of parts of Megamotor partner parts manufacturers. That target statistical population is an ideal group of people who have effective knowledge and points of view related to the content of the survey. According to the type of information needed to identify and rank environmental factors, the statistical population of the present study is considered to be senior managers and experts in the auto parts industry and some top entrepreneurs. Due to the type of research and the lack of quantitative method in the initial and key stage, it is not possible to use probabilistic sampling, so the purposive sampling method is used. In purposive sampling method, the researcher has to use different forms of qualitative data such as notes, answers to the text of interviews, answers to open and closed questions of the questionnaire, notes from the study of reports and related documents, and. .. This is important in formulating a topic or theory. Therefore, this type of sampling is intentional (not probable) and its focus is on the development of the subject. The selection of people will be based on work experience and level of education, and in this regard, the opinion and introduction of experts is used, which means Are known as successful entrepreneurs as a part of the statistical community and experts and managers in the name of this industry will form another part of our statistical community.

Questionnaires are initially distributed in 40 items to be used as a pre-implementation of the questionnaire to determine and calculate the reliability of this questionnaire. The Cronbach coefficient will be used as a measurement tool. The reliability of the questionnaire depends on the validity of the hierarchical analysis process. According to the theoretical foundations of the hierarchical process technique and with respect to the AHP matrix incompatibility rate, if it is less than 0.1, then the matrix compatibility and its reliability will be confirmed. Method of data analysis (techniques and tests and the reason for choosing it). The data obtained from the survey (questionnaire and interview) of experts, both analytically and statistically will be examined and related key findings will be identified and categorized. This research is applied in terms of purpose and descriptive and survey type based on data collection and is correlational in nature and method. The research method is a mixed research that uses methods such as brainstorming, expert surveys and coding, and for qualitative data, quantitative data, descriptive and inferential statistics, the standard deviation method, and for ranking, MADM and AHP methods will be used.

Table 6. Final results for organizations

Row	Name of organization	Achievement and type of use
1	For universities	1- Creating a purposeful relationship between the university and industry 2- Paving the way for future research 3- Recognizing the approach, experiences and activities in the component manufacturing industry 4- Creating knowledge of important examples in the success of entrepreneurs in component manufacturing
2	For companies and managers	1- Achieving more profitability and increasing added value 2- Helping to attract investment in this industry 3- One of the effective factors in the survival of the organization 4- Achieving a model and indicators for successful management 5- Development of parts manufacturing by identifying the factors affecting Capacities, talents and facilities
3	For the community	1- Targeting the support of government institutions and organizations 2- Familiarity with the real challenges and issues of the industry 3- The possibility of balancing and generalizing the results and performance of innovation for more successful management of innovation in other sectors and industries

5. The contribution of knowledge and research innovation

None of the previous research has extensively ranked the environmental factors influencing the automotive parts industry. Despite the remarkable performance of the automotive parts industry in the field of technical and industrial advances, the study of entrepreneurial factors of bertam supercar engine manufacturers in its parts and ranking and measuring the impact of environmental factors has not been considered by researchers. And the success of entrepreneurship is examined. And each of these factors is ranked. In addition, the research method of this study is a combination of interviews with experts, questionnaires and ranking of factors by the purpose of this study is to answer the following questions: The purpose of this study is to answer the following questions: How big is the auto parts industry? 2- What is the impact of economic factors in the production of entrepreneurship in the timely supply of parts in the automotive parts industry? 3 - What is the impact of cultural and social factors in the production of entrepreneurship in the timely supply of parts in the automotive parts industry? In the first part of the research, it is dedicated to the generalities of the research, including the presentation of the problem statement, the importance of the research, the main and sub-objectives of the research, as well as the research variables and its theoretical and operational definitions. In the second part, using the existing theories, the theoretical framework of the research was designed and the appropriate indicators for human capital, communication and infrastructure were examined. The third chapter is dedicated to research methodology. The research was evaluated in terms of applied purpose and descriptive and inferential methods. Our statistical population in this study consists of experts in the parts industry as well as some of the top entrepreneurs in the country. For this study, 200 people were selected from among these loved ones (100 women and 100 men). it is necessary to mention; Due to the type of research and the lack of quantitative method in the initial and key stage, possible sampling cannot be used. Therefore, purposive sampling method was used. In this study, a researcher-made questionnaire containing 27 items was used, each item has two aspects (each examines two hypotheses of direct and indirect effect of factors.) These items in the questionnaire through the Likert scale to 9 degrees. (1 to 9) is graded. It should be noted that items 1-14 examine the effects of environmental factors in the production of entrepreneurship in the timely supply of parts in the automotive parts industry. Items 15-22 examine the effects of economic factors on the production of entrepreneurship in the timely supply of parts in the automotive parts industry. Articles 23-27 examine the effects of cultural and social factors on the production of entrepreneurship in the timely supply of parts in the automotive parts industry. It should be noted that the researcher has presented these questionnaires to 37 cases and

received their information as a pre-implementation of the questionnaire to determine and calculate the reliability of this questionnaire as a measurement tool using the coefficient of Cronbach, which for the questionnaire 0.84 is calculated.

Descriptive and inferential results were obtained with descriptive and inferential statistical methods presented in this chapter:

1- In connection with research question 1:

To confirm or not to confirm research hypothesis 1, in this research, 28 sub-hypotheses of research were examined:

"Environmental factors in the production of entrepreneurship are effective in the timely supply of parts in the automotive parts industry. »

2- In connection with research question 2:

To confirm or not to confirm research hypothesis 1, in this research, 16 sub-hypotheses of research were examined, the results of which are as follows:

"Economic factors in the production of entrepreneurship are effective in timely supply in the auto parts industry. »

3- In connection with research question 3:

To confirm or not to confirm research hypothesis 1 in this research, 10 sub-hypotheses of research were examined, the results of which are as follows: Therefore, it can be concluded that

“Cultural and social factors of entrepreneurship production are effective in providing timely parts in the auto parts industry”.

4- AHP analysis in order to determine the rank of the effect of each of the research variables on the production of entrepreneurs in the auto parts industry.

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