Identification of Effective Factors of Individual Entrepreneurship in Carpet Exporter Manufacturing Unites

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Abstract: In the present study, it has been tried to identify effective factors on independence entrepreneurship in carper exporter generative unites. It first was edited according to texts and literature of questionnaire researches based on their methods that its validity was confirmed by 4 university professors. To determine its stability Cronbach's alpha with result of 0.79 is used. This questionnaire was distributed between 106 managers of carpet exporter manufacturing unit around Tehran. Result have shown factors like: tolerance, ambiguity, prediction, the need for independency, orientations toward creativity, the need for success, risks in effective personal entrepreneurship.

Key words: Independence entrepreneurship, carpet exporters, creativity, the need to success, tolerance

INTRODUCTION

Today, activity and creativity has taken new form and is moving toward self employment and entrepreneurship. Entrepreneurship plays key roles in process of economical developments of different communities. It should be remembered that entrepreneurs does not think only to make serious job opportunities but also along with structures, thinking, movement and required cultures make creativities to do successful development form deep of ancient works. Today human forces are considered as an infinite resource of any kinds of developments (Conca, 2004).

Among them entrepreneurs particularly have more effective role on the process of economical expansions. Researchers have shown there is positive relationship between economical growth and the number of entrepreneurs because if country has a lots of entrepreneurs it will contain powerful commercial and economical stimulus. In the current world, economical system has taken great speed and firms that are not able to move like will not have any fortunes expect being ruined.

Creative, innovative persons as entrepreneur are considered as great mutation in the fields of service, manufacturing and industrial and are named as national champion. Economical development cycles may move with entrepreneur expansion. Entrepreneur is a creative activity which is related to creativity in art and science. Entrepreneur must plant his ideas in his mind. When an idea appeared should conflict toward its success (Bygrave, 1989). To conduct this issue, there is need of energy and more arrangements. An successful entrepreneur due to its help to society like making job and services or maybe commodity manufacturing, enjoys values it has gained. These kinds of services if not being more important than doctor's activity will not be less than them. While, significant rewards have been waiting for successful entrepreneurs. some of these people believe their own ability, always are trying to find better solution to do their ideas (Kirkwood, 2007).

These people if failed in organization may leave organization while in these competitive world, organizations are needed these changes and managers should find better ways for using creative profits of human beings. Having prediction, obligatory ability, responsibility and containing suitable organization skills among personnel and managers may lead to effective relationship between they and other organized parts and finally would make easier conditions to achieve organizational goals.

In this project, we are trying to identify effective factors that influence independence entrepreneurship according to importance of subject of entrepreneurship specially independence one among managers and staff in manufacturing units in Tehran.

Entrepreneurship: Entrepreneurship is symbol of attempt and success in trade affairs and entrepreneurs are pioneers of commercial success. Their ability in using

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opportunities, ability in innovation and their capacity against success is considered as criterion that new innovation may benefit by them. Entrepreneurship are seen as source of big movements in production and service and organizational fields also development and economic progress stimulus, jog making and social reforms as well (Lerner and Haber, 2000).

By the 20th century economy of developed and under developed countries has been revitalized by entrepreneurship forces (Peterson, 1994). Entrepreneurs are group of people who conduct new started business in a way that create business for at least more than one person. These are also people who are able to influence the organized limitations and go beyond them and may comprehend opportunities where have been ignored by others.

Entrepreneur is a person who may choose business by selecting risks and will organized them. He would wants to do any activity based on knowledge and certain energies (independence entrepreneur is happened by meeting personal characteristics of entrepreneurs with environment where he has been grown up there (Shane *et al.*, 2003).

Dangerous activities in independence entrepreneur are organizing an organization of a firm. researchers known independence entrepreneurs as multiple concept which lead firm's process to innovation in production and technology. Of advantageous of establishing entrepreneurial firms, it is good to introduce productive employment because due to one clause of management if a person directly being assigned in a productive business, he would indirectly make job for at least 3 persons. Entrepreneur is a persons who is tend to use their resources in the opportunities where are likely to fail (Parasuraman *et al.*, 1988).

Characteristics of entrepreneur and their effective features: Litonen knows characteristics of a entrepreneur by risk ability, innovation, knowledge in business techniques, market and marketing, business management skills, cooperation ability and suitable views towards business. Kowin and Zahra have argued that risks, innovation and attentions toward competitions may influence independence entrepreneurship.

Markman and Barron have introduced effective factors on entrepreneurial success as a suitable features on independence characteristics of a entrepreneur containing self-discovery, opportunity of , independency in work having human resources and social skills. Kikondu has divided effective factors into 3 category of behavioral characteristics of entrepreneur, firm features and its environment.

Some scholars have folded these effective factors into: Macro-micro and personal features of entrepreneurs. Bigrio's frame works of entrepreneurial process, Shin and others have argued that personal features of entrepreneurs are involved in establishing process of business. Results have shown personal features have positive effects on motivation and entrepreneurial purposes (Miller, 1983).

Howard, believes there is direct relationship between capabilities of entrepreneurship (independency, risks, motivation toward progress, creativity and internal supervision) and ability to entrepreneurship. Some scientists of management science by using behavioral approaches, define entrepreneurship as process which finally will lead to new business.

Jinni and Clearmir in their study may rely on entrepreneurial activities, formation and reasons to create business and process by which firms have taken form. Drakes defined that entrepreneurs can change values, they are high risked and need to investments, they are not investor, make decision very well and tend to change everything, they have ability to identify opportunities also use managerial techniques. They are behavior oriented and pragmatic (Lumpkin and Dess, 1996).

Research hypothesis:
- Risks on independence entrepreneurship in effective carpet manufacturing units
- Need to promotion in an independence entrepreneurship in effective carpet manufacturing units
- Containing internal control center in an independence carpet manufacturing units
- Tendency to creativity on independence entrepreneurship in effective carpet manufacturing units
- Need to have independency on independence entrepreneurship in effective carpet manufacturing units
- Negotiation ability of independence entrepreneurship in effective carpet manufacturing units.
- Foresight on individual entrepreneurship in effective carpet manufacturing units
- The tolerance of ambiguity on individual entrepreneurship in effective carpet manufacturing units

Conceptual model of research: Conceptual model of research is as same as conceptual model of individual entrepreneurship of Sshah Hosseini shown in Fig. 1.
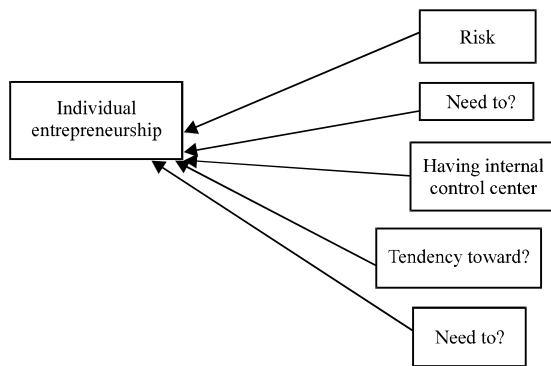
Fig.1: Research conceptual model

MATERIALS AND METHODS

From aim point of view this project is applied and survey-descriptive approaches is used in it. By data collection aspect this is quantitative. First through reviewing texts and literature of research we acted to obtain questionnaires based on 5-point spectrum of Likert and also based on statistical population of research and also based on Iranian industry base including 146 unit managers and carpet manufacturing firms around Tehran; through using Kocranbile formula, sample was distributed with 106 people. To validation of research validity method was used so for this purposes questionnaires were sent and confirmed for 4 professional university professors. Cronbach's alpha coefficient was used for stability of questionnaire and its result was 0.79. As gained result is higher than 0.7, this questionnaire has suitable stability. To analyze data, t-single sample test and K-S test were used as well. The volume of statistical sample is as follow. Based on Kocran equation:

$$n = \frac{NZ^2}{D^2(N-1) + \frac{P(1-P)}{Z2P(P-1)}} =$$

$$\frac{146(1.96)^2}{(0.05)^2(146-1) + \frac{0.5(1-0.5)^2}{(1.96)^2 0.5(0.5-1)}} = 106$$

RESULTS AND DISCUSSION

In the following chart results of t-single sample test and Kolmogorov-Smirnov has been brought: shown in Table 1. According to above chart and meaningful levels 95%, distribution of sample is normal because amount of meaningful levels of S-K test is higher than 0.05 showing normality of distribution of sample in this matter. Risk factor on individual entrepreneurship ineffective carpet manufacturing units because the result of meaningful levels of t-single test is 0.05. So that first

Table 1: Results of t-single sample test and Kolmogrov-Smirov first hypothesis of research

Name of factor	Amount of t	Meaningful levels of t-test	Meaningful level of S-K test
Risk	13.564	0	0.271

Table 2: Results of t-single sample test and Kolmogrov-Smirov second hypothesis of research

Name of factor	Amount of t	Meaningful Levels of t	Meaningful level of K-S
Promotion needed	8.241	0.021	0.148

Table 3: Results of t-single sample test and Kolmogrov-Smirov third hypothesis of research

Name of factor	Amount of t	Meaningful levels levels of t	Meaningful level of K-S
Containing internal control center	8.138	0.056	0.066

Table 4: Results of t-single sample test and Kolmogrov-Smirov fourth hypothesis of research

Name of factor	Amount of t	Meaningful levels of t	Meaningful level of K-S
Tendency toward creativity	5.831	0.015	0.254

Table 5: Results of t-single sample test and Kolmogrov-Smirov fifth hypothesis of research

Name of factor	Amount of t	Meaningful levels of t	Meaningful level of K-S
14.888	0.038	0.213	14.888

hypothesis which is related to individual entrepreneurship in effective carpet manufacturing unit was confirmed shown in Table 2.

According to Table 3 and meaningful levels 95%, distribution of sample is normal, because meaningful levels of S-K test is more than 0.05 showing normality of sample distribution also factor needs to be promoted on individual entrepreneurship in effective carpet manufacturing units was identified. Because the result of T-single sample test is equal to 0.05. So that, second hypothesis of research which is based on the need to be promoted on individual entrepreneurship in effective carpet manufacturing units was confirmed shown in Table 4.

According to Table 5 and meaningful levels 95%, distribution of sample is normal because total amount of meaningful levels of K-S test is higher than 0.056 showing normality of sample in this manner. Also the factor of containing internal control center of individual entrepreneurship in effective carpet manufacturing units is not confirmed. As total amount of meaningful level of t-single sample test is higher 0.05 so that third hypothesis of research which is based on containing internal control center of individual entrepreneurship in effective carpet manufacturing unit is not accepted.

According to Table 6 and meaningful levels 95%, distribution of sample is normal because total

Table 6: Results of t-single sample test and Kolmogrov-Smirov sixth hypothesis of research

Name of factor	Amount of t	Meaningful level of t	Meaningful level of K-S
Negotiation ability	-6.66	0.41	0.19

Table 7: Results of t-single sample test and Kolmogrov-Smirov seventh hypothesis of research

Name of factor	Amount of t	Meaningful level of t	Meaningful amount of K-S
Foresight	14.456	0	0.078

Table 8: Results of t-single sample test and Kolmogrov-Smirov eighth hypothesis of research

Name of factor	Amount of t	Meaningful levels of t	Meaningful level of K-S
Ambiguity tolerance	9.711	0.033	0.147

Table 9: Freidman test

Meaningful numbers	Degrees of freedom	Chi-Square	Number
002/0	6	228.148	8

Table 10: Ranking effective factors through Freidman test

Rank average	Average	Number	Variable
16.8	4.6	8	Risk
15.4	4.4	8	Need for independency
14.66	4.3	8	Tendency toward creativity
12.38	4.15	8	Foresight
10.9	4.001	8	Ambiguity tolerance
9.95	3.8	8	Need for promotion
8	3.2	8	Entrepreneurial activity

amount of meaningful levels of K-S test is higher than 0.056 showing normality of sample in this manner also tendency toward creativity on individualentrepreneurship in effective carpet manufacturing units is not confirmed. As total amount of meaningful level of t-single sample test is <0.05 so that fourth hypothesis of research which is based on tendency toward creativity of individual entrepreneurship in effective carpet manufacturing unit is not accepted.

According to Table 7 and meaningful levels 95%, distribution of sample is normal because total amount of meaningful levels of K-S test is higher than 0.056 showing normality of sample in this manner also the need of independency factor on individual entrepreneurship in effective carpet manufacturing units is confirmed. As total amount of meaningful level of t-single sample test is higher than 0.05 so that fifth hypothesis of research which is based on the need of independency on individual entrepreneurship in effective carpet manufacturing unit is accepted.

According to Table 8 and meaningful levels 95%, distribution of sample is normal because total amount of meaningful levels of K-S test is higher than 0.05 showing normality of sample in this manner. Also the factor of negotiation ability of individual entrepreneurship in effective carpet manufacturing units is not confirmed. As total amount of meaningful level of t-single sample test is

higher than 0.05, so that sixth hypothesis of research which is based on negotiation ability of individual entrepreneurship in effective carpet manufacturing unit is not accepted.

According to Table 9 and meaningful levels 95%, distribution of sample is normal because total amount of meaningful levels of K-S test is higher than 0.05 showing normality of sample in this manner. Also the factor of foresight in individual entrepreneurship in effective carpet manufacturing units is confirmed. As total amount of meaningful level of t-single sample test is <0.05 so that seventh hypothesis of research which is based on foresight of individual entrepreneurship in effective carpet manufacturing unit is accepted.

According to above Table 10 and meaningful levels 95%, distribution of sample is normal because total amount of meaningful levels of K-S test is higher than 0.05 showing normality of sample in this manner. Also the factor of ambiguity tolerance in individual entrepreneurship in effective carpet manufacturing units is confirmed. As total amount of meaningful level of t-single sample test is <0.05 so that eighth hypothesis of research which is based on ambiguity tolerance of individual entrepreneurship in effective carpet manufacturing unit is accepted.

Ranking: Freidman test is used to rank effective factors on individual entrepreneurship in carpet manufacturing units that in the following table there are results of it.

CONCLUSION

According to showed results, we can introduce risk by effective factors on independence Entrepreneurship. This is the meaning of some changes also improvement in production whether in design, used matters or its influences over unknown and new market for competitors. The need for promotion is one of the factors which may affect motivation of talented managers and staffs and may lead to creation of entrepreneurship in a person. It also might be the reason of continuous progress in products. Iranian carpet also due to its design and its production is the suitable thing for independence entrepreneurship in order to satisfy their promotion requirements. The need for independency can be of reasons to develop entrepreneurship and creator of innovation on employees and carpet manufacturing units through them , their entrepreneurs being motivated to shuffle entrepreneurship.

Through observed results, it has been identified that foresight and ambiguity tolerance are two effective factors in major entrepreneurs also these are effective in

independence entrepreneurship between employees and manager`s of units. In a way that in innovation and creativity in ambiguities are of major problems for entrepreneurs.

This case increase tolerance of this ambiguity; problems can cause some rises over entrepreneurs to be able to overcome their doubts. Through increase in ambiguity tolerance and high creativity we can hope better improvements for firm because it is resulting from person`s foresight.

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