

Developing and Creation Entrepreneurship Section in Organization

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Abstract: All change are very common innovation and improvement in the labor market organization should take the innovation or out of the market. Developing entrepreneurship in terms of the popularity this increase is to attract young employees and experienced staff. Kevin capital in recent years to become a massive industry that is able to allocate more funds for economic projects than in the past. Healthy investment market enables new entrepreneur's to implement their project to the stage. This development people who have new ideas are encourage to leave the larger organization and on their feet. Therefore, organizations are forced to seek ways to develop their inner entrepreneur. Entrepreneurship has always been associated with creativity. Microsoft Corporation as one of the best companies in the field of software entrepreneur known works. In Iran how to create and set up entrepreneurship among people born in the organizations to create entrepreneurs in this country is enormous with many national capitals should be done national mutation. To make way for the progress made as soon as it is ready to use the next generations the opportunity to have sufficient and give it a role model for life a head.

Key words: Entrepreneurship, thinking, risk, assessment tool for entrepreneurship, national capitals, enormous, popularity

INTRODUCTION

One of the most important issues for organization out their special attention to the issue of the status quo be entrepreneurship creativity because then the people to achieve economic benefits as well as organizations can pursue incremental growth and it's promotion world hear them organization entrepreneurship can lead to creating products that combine innovation with the target market can in his hand. Corporate entrepreneurship is cumbersome and complex issue and all organizations can be sought. To be set up and expand it in each of the organization small and large companies and corporations that can provide economic benefits measured people's attitudes in dealing with business conditions than before to work with the organization to provide innovative goals (Acs *et al.*, 2008; Adams and Sykes, 2003; Barney and Wright, 1998).

The dynamic environment with comprehensive cooperation so that the thoughts of employees to lead the research they do more for themselves and more than all they who will take advantage of these benefits. The growth of entrepreneurship in Iranian organizations to create better services and more quality products can be an important target so that organizations can use their human resources to achieve these goals. Corporate entrepreneurship: entrepreneurs are employed by companies and organizations come by Baron and Kenny

(1986). If we accept that independent entrepreneur's due to the use of financial resources and technical knowledge to employ large organizations are coming in the case of corporate entrepreneurship and corporate entrepreneurship specifications will not be together much different independent entrepreneur because organization tend to frequent monitoring and enforcement the idea to leave (Byrne, 2009; Chang *et al.*, 2007).

Entrepreneurs the best decisions are the most difficult conditions it's unofficial and are opposed to hierarchy. Entrepreneurship and technology and people resources and knowledge for product development need as well as the trust and support them to continue and try more. Entrepreneurs cannot pass because the problems are problem solvers (Davoudi and Allahyari, 2013; Chen *et al.*, 2005).

Entrepreneurial characteristics: they have increased risk-taking, creativity and innovation forward with confidence and self-centered, results-oriented and emphatic in search of information on the problems with the stability of idealism and goal-oriented and many of the other characters are (Child, 1972).

Risks in the organization: corporate risk is of particular important because the environment is very complex, dynamic and uncertain competitive because of this risk must be entrepreneurial characteristics of their organization (Cochran, 1977).

Entrepreneurial motivation: one of the most important personal characteristics of entrepreneurs is the desire to progress in the spirit of entrepreneurs to measure their success by money too:

- Specific process steps for the formation of corporate entrepreneurship serious ideas
- The formation of coalitions
- Complete options and completing the idea to run
- Picked successor

Difference between individual enterprise and entrepreneurship organization: the individual enterprise (create) while the organization, entrepreneurship is often found recovery (Fartash *et al.*, 2012).

Individual entrepreneurs competing market but the entrepreneurial culture is the primary competitor. Organization can use parent companies during the financial crisis of the financial resources but the individual entrepreneur or the use of their personal wealth or other external sources that this associated with many problems. Both are aimed at both creating emphases on innovation and value-added products or services but the risks are high, both on the individual enterprise on capita and entrepreneurship time while in entrepreneurship and risk organization to produce new products on the company's risk the interplay of culture and entrepreneurship: entrepreneurial culture of a society can strengthen the foundation and provide the enabling environment conducive to the growth and development of entrepreneurship, especially in the lead (Covin and Kuratko, 2008).

Interactions and entrepreneurship culture: the culture of a society strengthen the foundations of entrepreneurial and provide the enabling environment conducive to the development of entrepreneurship, especially in the organization created. On the other hand stimulate entrepreneurship through the creation of comprehensive development of society and the promotion of values. Social values and the possibility of investing more wealth creation in all dimensions, including cultural activities makes it possible (Covin and Slevin, 1989).

It is clear that to penetrate deep into the cultural of entrepreneurship in all subcultures related to the work culture, cultural cooperation and teamwork-working capital, culture and creative culture, especially high-risk investment. Fact is daring and risk-taking culture in society. On the other hand, as the phenomenon of entrepreneurship culture in the process of mutual influence and entrepreneurship also play a decisive role the culture of the society and the general entrepreneurship culture is considered one of the main

factors. Culture of entrepreneurship in the administrative culture: culture executive greatest culture influence in the country's executives and thus based on a series of senior management will try to components of the resources that the organization has offered to make best use (Covin and Wales, 2012).

Organization and structure of entrepreneurship centers: the organization are divided into general duty and determine the responsibilities and powers of the relationship. The organization's 3-step process:

- Design tasks and activities
- Categories of activities to organization
- The relationship between the goal posts in order to obtain client (Tastan and Davoudi, 2015)

The structure of an organization can be considered complex ways in which organizational activities known to divide tasks and coordination of this task is created. What kind of management style is more suitable for the creation of entrepreneurs in the organization?

With the advent of modern technology and the need for entrepreneurs to this important tool to achieve their innovative goals instead of information management with in the organization external events require. Traditional management command and control concept emphasizes. But none of entrepreneurship in the organization does not own these two items on the agenda. They need to do so. The role of human resources management system for entrepreneurship: entrepreneurship is an important aspect of performance that is expected to be under the influence of human resource management system. HR activities can provide an environment that supports collaboration and ware formation and promotion of human and social capital development and thus learning encourage enterprise activity of human resource management can improve organizational context for learning. Pay system rewards entrepreneurship in organizations: bonuses and payments management to create conditions for entrepreneurial attention to four issues: short-term and long-term rewards good and outlook time and using various bonuses.

Attention equality how to create a balance against internal and external equality in entrepreneurial activity while external equality to capture and store support staff, internal collaboration and exchange of knowledge give equal consideration. On the one hand the need to create an entrepreneurial climate by stimulating and stimulating entrepreneurial entrepreneurship. More job as well as preventing employee turnover risk play its role. Encourage and reward system has three main work is entrepreneurship in organizations recruit and retain members of motivating and leading people. The

organizations encourage and reward entrepreneurship criteria are clear and risk-taking and innovation with groundbreaking behavior supported and encouraged.

Literature review

Ethics entrepreneurship: In a dynamic environment organization entrepreneurship entrepreneurs face many environmental challenges in connection with customer's staff distributors each have a creation type of mortality apply. Entrepreneurship is crucial to world economic ethics organizations in the future (Daft, 2006).

Entrepreneurship, as entrepreneurs are doing everything that is valuable in this role not only because of the moral position is commendable but finally signifying the place for entrepreneurs in the market is that. The market itself is vulnerable in terms of moral crisis in terms of ethics should also be noted the law contained a series of actions that every one is required to follow it some of our behavior is immoral and illegal the law and mortality requires us to stay away from it. So maybe the positive means to control us. Teamwork in the organization of entrepreneurs: the organization or group in the true sense of teamwork and entrepreneurship as a useful and effective, research institutional culture and organizational approach has a lot of elegance. Not only do they neglect efficiency and effectiveness of innovation efficiency and so on will not improve your reaction tension conflict aggravating factor. Hypothyroidism and a case like them including the effects can be devastating and secrecy to stifle creativity and ideas popping groups of individuals. Entrepreneurship education: education is an attempt by the organizers to change the behavior of individuals through the process of learning and to increase the effectiveness of them. Teaching that all efforts to improve knowledge and skills as well as vocational job creation desirable behavior in employees of an organization comes into action and those prepared to carry out the duties and responsibilities of their job. Including entrepreneurship training programs by international organizations effectiveness SIYB program and has been implemented in >60 developing countries. This mentoring program is to educate entrepreneurs develop small units (Such as industrial trade-service) is set (Davis *et al.*, 2010).

MATERIALS AND METHODS

To see what kinds of training at the individual level and the organizational need to start thinking about the practical effects of those measures to provide educational and behavioral changes and the developments functional changes occur in the organization the necessity of creating jobs for the evolution of today's organizations:

- The rapid rise of new competitors
- Ere at a sense of distrust of traditional practices in companies
- The withdrawal of troops is the best company and their actions for independent entrepreneurs

Effective steps in the path of the entrepreneur:

- Belief in the organization
- Have a perspective
- Sufficient knowledge of the customer
- Analysis of the environments
- Understand the organization
- Calculated risk
- Learn new lessons from its failure tolerance
- Valuing people and happy work environment
- The importance of daily tasks from those who are doing this work creativity and innovation as the most important factors and components of the emergence of entrepreneurship

RESULTS AND DISCUSSION

In the international competition for entrepreneurs who focus their competitive edge and organizational flexibility in the process of continuous change strategy and product and finishes. This is not possible without the creativity and innovation. All organizations to survive and luck of structural collapse requires new ideas and fresh creativity and innovation. Creativity, creation and production of new thinking is a thought and thought process of building an innovation. The factors that lead to success include: thinking, effort, patience and persistence. The creative process has 4 step are:

- Gathering knowledge and information
- The process of developing creative people
- Analyze ideas
- Evaluation and implementation

The perfect environment for corporate entrepreneurship: the general characteristics of a perfect environment for corporate entrepreneurship:

- Organization and updated to keep pace with advanced technology
- Encourage new ideas
- Be encourage trial and error
- Failures are be granted
- The absence of barriers to the establishment and development of new products
- Method multi
- Functional team

- Long term time horizon
- Volunteer program
- Appropriate rewards system
- Despite the backing and sport
- Top management support

Entrepreneurial motivation: Development of entrepreneurship involves taking entrepreneurial decisions are motivated people. The process of entrepreneurship because people are looking for opportunities to occur. The obstacles and difficulties facing entrepreneurs, especially entrepreneurship in Iran, anti-motivational factors for entrepreneurship:

- Legal barriers to entrepreneurship development
- Failure environmental factors

To see some solutions to overcome barriers to entrepreneurship in particular ahead of corporate entrepreneurship to be able to overcome the obstacles that must remedy dimensions of organizational:

- In formal
- The degree of specialization is being governed
- Standardizing not be
- The administrative hierarchy is as common law rule 5 not complex 6 is not focused
- Professional

Social capital and entrepreneurship: the most important factors that can affect the functioning of public institutions affect social capital including participation resources, sense of social responsibility, privatization, flexible and non-bureaucratic structure, clear information, accountability, fair treatment with staff, adherence to democratic policy, educate and empower employees, adhere to the code of ethics (Dess *et al.*, 1999).

Entrepreneurship in Iran is perhaps one of the categories that have newly emerged in the whole world, yet the entrepreneurs as a new knowledge in the field of management are entered. The complexity of today's world and saturation of commodity markets and products or services has led scholars and individuals seeking more profits from the market is turbulent in order to achieve its objectives can be organizations and manufacturing companies to provide quality products noted but now we must consider alternatives to provide consumers are looking ahead to discover something new and unknown goods that were not in place or lower in their eyes have not eaten and it will be hard for managers because they must provide a mechanism to satisfy customer needs and consumer markets.

Now is when you should think about creating entrepreneurial sector whether implement entrepreneurship in small organizations or large organizations. Entrepreneurship in manufacturing companies or service specific to a particular organization or a particular individual all the creative people anywhere at any place can be made and change their working and living conditions for entrepreneurship should seek to create new infrastructure in the structure and organization of the office.

CONCLUSION

Entrepreneurship as an engine of economic development in the information age plays a central role in individual and organizational activity and because the government and government agencies in developing countries in all areas of economic and cultural presence has become widespread and pervasive bureaucratic organizations of traditional and entrepreneurial organizations is of particular importance.

Entrepreneurship is a process in which an individual or a concept and creative entrepreneurs with new ideas and identify new opportunity with the use of business resources to create new companies new and innovative growing organization focuses. Since, the various economic and social activity and cultural community entrepreneurship arises for each of the human community. Today creativity and innovation are required to be able to understand the importance of the context of developed countries in the field of general school and even primary school start. Today entrepreneurship on the part of many countries and nations of the world as one of the most important issues and development of the third millennium favored a specific entrepreneur and as a firm's competitive advantage and competencies. The strategy for developing nations and countries of the economists and experts have referred to a culture of learning organization can be considered for the corporate culture of the answers, solutions that a group or organization to deal with compliance issues internal to the external environment provides integrated, takes shape but when the organization was formed over time, culture can facilitate or hinder learning in a continuum role in the organization plays. Today, due to ubiquitous environmental change need to organizational aspects such as organizational culture is an inevitable necessity. Organizations if they want to survive and grow entrepreneurial approach to achieve the purpose of use. You have to manage the structural factors underlying conditions provide for the day entrepreneurial behavior in their corporate entrepreneurship person should be recognizes as the most important person in the organization.

All resources and facilities and everything that he expects estimate it should be placed at his disposal. Because in the midst of the complexity of this new thinking, creativity and innovation that can be a way out of the current position is in the not too distant future this entrepreneurial organization that can provide leadership and take it forward.

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