

INVESTIGATING THE RELATIONSHIP BETWEEN INDIVIDUAL CHARACTERISTICS AND TRENDS IN SOCIAL ENTREPRENEURSHIP OF CHARITIES INSTITUTE'S MANAGERS IN SANANDAJ CITY

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ABSTRACT

This current Research has done to investigate the relationship between Individual Characteristics and Trends in Social Entrepreneurship of Charities institute's Managers in Sanandaj City. The statistical population of this study constitutes of director's board of Charities institutes in Sanandaj City, and number of 140 people has selected as the sample. It has used by questionnaire method for Data gathering. Data analyzed by using of the SEM model (Structural Equation Model). Questionnaires validity calculated with Cronbach α . For individual characteristics and trends in social entrepreneurship respectively questionnaires was equal to 0.878 and 0.846. All hypotheses was confirmed in level of 0.05 confidence and the results showed that there was significant effect between individual characteristics on trends in social entrepreneurship. Need for achievement feature had the most effect on trends in social entrepreneurship and it has located in the first rank, creativity feature in the second rank, responsibility in the third rank, self-confidence in the fourth rank, risk-taking in the fifth rank, perfectionist in the sixth rank, innovativeness feature in the seventh or (the end) rank has located.

Keywords: *Individual Characteristics, Trends in Social Entrepreneurship, Charities Institutes, Sanandaj*

INTRODUCTION

It seems that in today's society handling any economic business requires a high power of risk-taking and this while addressing the social work that it is not expected personal income and only to satisfy the spiritual needs, to what extent a person's personal characteristics is compatible (Davis, 2002). More research has been done on the entrepreneurship, the personality characteristics of entrepreneurs and structural type and environmental situation that because of lack of attention to social networks (social capital), the non-economic factors have been criticized (Ulhoi, 2004). We also decided that in addition to investigate the effect individual characteristics on trends in social entrepreneurship among of charities institute's leaders in Sanandaj city and that is there any relationship between these two components or not?

No doubt, this interest and attention to the importance of the spirit of competitiveness is due to the economic downturn, high unemployment rate and severe fluctuations in the international cycle. On the other hand, globalization, increased competition, customer focus, innovativeness, and entrepreneurship and like this, the economy faced with a serious challenge. This situation increases the importance of entrepreneurship in economic growth and development around the world as an inevitable reality, approved and put emphasis and indeed the eyes of most economic experts, entrepreneurs as the most important source of innovativeness, job creation and growth and the only solution is to reduce unemployment and achieve economic and social prosperity (Robbins, 1997)

Recently, management science researchers and experts in our country, organizational measures to introduce people to the concept of entrepreneurship done and efforts by some organizations to create and develop the culture of entrepreneurship in the society done as well. In studies done about entrepreneurship and entrepreneurs, the question is always required for entrepreneurship "how it institutionalized in the society and provide on the emergence of the community?" Today entrepreneurship from the perspective of social scientists, a process that is located in a network of social relations, social relations can facilitate the relationship between the entrepreneur with limited resources and opportunities (Ahmadpur, 1999).

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Therefore, entrepreneurs felt that the inconsistent handling of the economy passing through a communications network is possible. In recent studies, scientists have concluded that the individual characteristics of social entrepreneurs play an important role in the success of entrepreneurs. Research and entrepreneurship forum, which dates back to the 1980s, it has been named the entrepreneurial revolution, this revolution is still continuing and economic openness condition in China and Vietnam collapse of the Communist bloc in Europe, and the Soviet Union has helped. Inter-governmental organizations such as the United Nations have been involved in the development of entrepreneurship and various governments have to encourage entrepreneurship in the society, for example in the fields of entrepreneurship emerged America and the Government of Singapore as one of the most important jobs in the process of development of the national economy have been identified.

Entrepreneurship is phenomenon that environmental conditions determined. Maurice and Louise believed that combination of environmental infrastructure and experience of the turmoil surrounding the environmental impact of population on entrepreneurial motivation (Maurice and Louise, 1995). Sociological theories of entrepreneurship are investigating how the environment influences on entrepreneurship (Herli, 1999). According to Jeffrey Timonz what is needed in a favorable entrepreneurial environment that combines the features of socio-political and educational environment, especially the cultural needs and entrepreneurship education is compulsory for the value of pure science and applied serious government support and entrepreneurship policy fosters intellectual elite training the students (Alison and Merison, 2000).

Statement of the Problem

In recent years, fostering entrepreneurship and small and medium enterprises has become one of the most important economic issues in developing countries of the world (Jodite, 2001). No doubt, this interest and attention to the importance of this spirit of competitiveness is due to the recession, strong vibrations and high rates of unemployment in the international cycle. On the other hand, globalization, increased competition, customer focus and Innovativeness, and the like, the economy faced with a serious challenge. This situation increases the importance of entrepreneurship in economic growth and development around the world as an inevitable reality, approved and put emphasis on the eyes of most economic experts, entrepreneurs as the most important source of innovativeness, job creation and growth and development and the only way to reduce unemployment and achieve economic prosperity socialized (Robbins, 1997). Recently, researchers and experts in our country, management science and organizational measures introduce people to the concept of entrepreneurship is done and efforts by some organizations to create and develop the culture of entrepreneurship in the society as well.

In studies done about entrepreneurship and entrepreneurs, the question is always "what needed for entrepreneurship?" and "how it institutionalized in the society and provides the emergence of the community?" Check surrounded entrepreneurship within social structures the way for a broad perspective on entrepreneurship paves, due to the vague hints so thin that it not carefully drawn out, the social aspect of entrepreneurship and economic phenomenon. Today entrepreneurship from the perspective of social scientists is a process that the network of social relations is changing. These social relations can facilitate the relationship between the entrepreneur with limited resources and opportunities (Ahmadpur, 1999). Therefore, entrepreneurs realize that the inconsistent handling of the economy passing through a communications network is possible. In recent studies, scientists have concluded that these individual characteristics, social entrepreneurs played a major role in the success of the entrepreneur.

Literature Review

For the first time in Iran, Mahmoud in an article titled (enterprise value, a new concept in economic development) identify the type of entrepreneur and the belief that complete their legitimate income and social gaps are filling their firms spend. He believed that, in the context of family values entrepreneurship and the growth of charity and the arrest of orphans and the poor farming finds that his actual beliefs are at the top. He for the first time since the late Hossein Ali Hamedanian, Charities institutes Hamedanian named as an entrepreneur value (Ahmadpur, 1999). Hezarjaribi in 2005 conducted a study on the development of entrepreneurship in the entrepreneurial characteristics of university graduates Shiraz

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considered among humanities graduates. Hezarjaribi study found that students in the humanities component of entrepreneurship awareness are generally low.

In a study by the Kheirandish (2006) was conducted in Darab Islamic Azad University students interested in entrepreneurship at different levels of education has been measured and the results of that research has shown that interest in entrepreneurship among students of different educational levels are different. The investigation Sexton and Boman (2004) showed that most entrepreneurs have a bachelor degree, although the study focused on the number of entrepreneurs that is higher than educational levels added. There is no significant relationship between students with low self-efficacy tend to entrepreneurship. Students with moderate efficacy have weak relationship with entrepreneurship and students with high self-efficacy tend to have a strong relationship with entrepreneurship (Hassanpour, 2011).

Salmani and Ansari (2009) in a study titled "psychological characteristics of entrepreneurs in the country," concluded the characteristics of success, power, self-control, confidence, emotional stability, creativity, determination, independence and the need for country risk can be attributed to entrepreneurs. Risk-taking and locus of control features at 99% and Need for achievement and creativity 95% significantly correlated with entrepreneurial behavior. A total of entrepreneurial behavior of respondents with their psychological characteristics at the level of 99 percent has a significant correlation (Salmanzadeh and Ansari, 2009). Karland and Watson (2002), psychological and personality characteristics are identifiers measure motivated people to consider entrepreneurship. Some of these psychological characteristics are: the need for progress, Innovativeness, risk, self-confidence, commitment and persistence, internal locus of control, need to autonomy, motivation and a lot of energy (Moshef *et al.*, 2005).

Vic *et al.*, (2003) in their study concluded that there is a strong association between the entrepreneurial attitude, personality variables, and entrepreneurial attitudes are a strong predictor variables mentioned (Rezai and Rahsepar, 2009) and Haward (2004) in this research influenced the development of entrepreneurial capabilities and independence, risk-taking, Need for achievement motivation, self-control, confidence and daring creativity in entrepreneurship in the number of 450 employees, placed. The result of this study indicates that there is a direct relationship between the ability and the ability of entrepreneurs (Mohammadi *et al.*, 2010). Nabigi and Lam (2008) in his studies of graduates entrepreneurship, education and training showed that entrepreneurship education is increasingly growing in the world; but few studies on the key concepts of entrepreneurship and investment in education and training have conducted.

Jeong and Ji (2008) in his research as "entrepreneurship education in Hong Kong schools, possibilities and limitations" showed that fifty percent of the subjects of entrepreneurship education in schools and eighty percent of them reported entrepreneurship education appropriate program. The survey also shows that entrepreneurship programs in Hong Kong is very similar to the West, and the similarity of the objectives, rules, content and educational strategies. Jiang *et al.*, (2009) a study is concluded that entrepreneurship and innovativeness in China is the establishment of research, development is growing, and this system combines the Innovativeness and creativity with entrepreneurship program. Therefore, applying this approach to research and development helps to increase creativity and innovativeness through entrepreneurship. In addition, the results show the relationship between entrepreneurship and human capacity and the application of research and development strategy is to increase the capacity of human resources. Saruqi *et al.*, (2015) as the relationship between creativity and Innovativeness research (analysis of organizational, cultural and environmental) increases innovativeness, creativity. There is strong positive relationship between individual creativity and innovativeness. Monica *et al.*, (2015) in research entitled solve capacities as clarification and mutual creativity, innovativeness and entrepreneurship. In this study entrepreneurship, creativity and innovativeness of students between the two countries Spain and America studied and it was found that many students consider themselves as creative people and the creative competences with entrepreneurs.

Theoretical Foundations of Research

Because of the inefficiency of the government in solving social issues and problems as well as lack of private sector and profit that these problems are addressed, due to social entrepreneurship as a way to

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bypass the problems that have not been resolved by the government and private sectors, should be considered.

This research is qualitative and statistical sample in the form of targeted social entrepreneurs from Tehran and from those who had a key role in the establishment of social institutions selected. This paper aims at identify social and environmental factors influencing the development of entrepreneurial activities using institutional approach offered by the North.

So the main question of this research is that the personal characteristics and trends in social entrepreneurship of managers of charities institute' in Sanandaj City, What is the relationship between them with each other?

Research Objectives

Research Main Objective

Determining the relationship between individual characteristics and trends in social entrepreneurship of charities institute manager in Sanandaj City

Research Minor Objectives

- 1- Determining the impact of risk-taking on trends in social entrepreneurship of charities institute manager in Sanandaj City
- 2- Determining the impact of innovativeness on trends in social entrepreneurship of charities institute manager in Sanandaj City
- 3- Determining the impact of needing for achievement on trends in social entrepreneurship of charities institute manager in Sanandaj City
- 4- Determining the impact of self-confidence on trends in social entrepreneurship of charities institute manager in Sanandaj City
- 5- Determining the impact of responsibility on trends in social entrepreneurship of charities institute manager in Sanandaj City
- 6- Determining the impact of creativity on trends in social entrepreneurship of charities institute manager in Sanandaj City
- 7- Determining the impact of perfectionism on trends in social entrepreneurship of charities institute manager in Sanandaj City

Research Hypotheses

Research Main Hypothesis

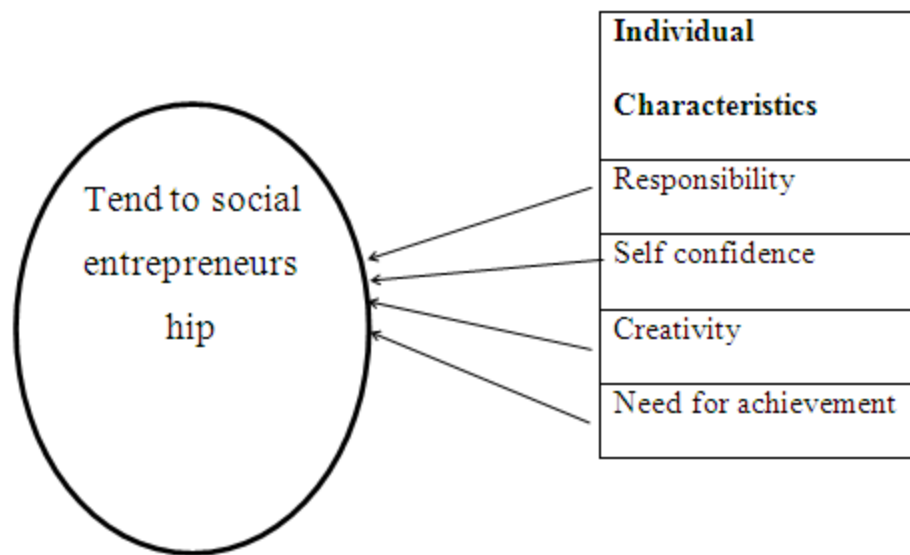
Individual Characteristics have effect on Trends in Social Entrepreneurship of Charities institute Managers in Sanandaj City.

Research Minor Hypotheses

- 1-Risk-taking has effect on trends in social entrepreneurship of charities institute managers in Sanandaj City.
- 2-Innovativeness has effect on trends in social entrepreneurship of charities institute managers in Sanandaj City.
- 3- Needing for achievement has effect on trends in social entrepreneurship of charities institute managers in Sanandaj City.
- 4- Self-confidence has effect on trends in social entrepreneurship of charities institute managers in Sanandaj City.
- 5-Responsibility has effect on trends in social entrepreneurship of charities institute managers in Sanandaj City.
- 6- Creativity has effect on trends in social entrepreneurship of charities institute managers in Sanandaj City.
- 7- Perfectionism has effect on trends in social entrepreneurship of charities institute managers in Sanandaj City.

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Conceptual Model



Source: McClelland (1998)

MATERIALS AND METHODS

Methodology

This study is a descriptive and in terms of nature is applied. For the purpose of this study is functional and cross correlation in this type of analysis of covariance or correlation matrix in which the structural equation modeling SEM is used.

Testing the Research Hypotheses

Testing of Correlation Coefficient between Individual Characteristics and Characteristics of Trends in Social Entrepreneurship

First Main Hypothesis

There is significant relationship between individual characteristics and characteristics of trends in social entrepreneurship.

There is not significant relationship between individual characteristics and characteristics of trends in social entrepreneurship.

H0: $\rho = 0$

There is significant relationship between individual characteristics and characteristics of trends in social entrepreneurship.

H1: $\rho \neq 0$

Table 1: Results of the test of Pearson's correlation coefficient between individual characteristics and characteristics of trends in social entrepreneurship

Individual Characteristics	Trends in social entrepreneurship	
	Pearson's correlation	0.648
	Significance level	0.000
	Number	140

$p <^{**} 0.001$

Considering the results of above table, since the significance level is less than 0.01 and the conclusion is that the (null hypothesis) H0 not confirmed and the H1 hypothesis based on existence of significant relationship between individual characteristics and characteristics of trends in social entrepreneurship in organization is accepted. As seen, in level of 99 percent, there is significant and direct relationship

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between Individual characteristics and characteristics of trends in social entrepreneurship, and correlation coefficient between the two variables is equal to 0.648.

The Correlation Coefficient

For determining the variables associated with the review of the criteria was used Pearson's correlation

Table 2: Pearson's correlation coefficient between Research Variables

Statistics			Innovativeness	Responsibility	Self confidence	Creativity	Need for achievement	Perfectionist	Risk-taking
Tend to social entrepreneurship	Pearson		0.468	0.744	0.717	0.782	0.801	0.698	0.705
	Significance level		0.000	0.000	0.000	0.000	0.000	0.000	0.000
	Number		140	140	140	140	140	140	140

$p < 0/05^*$

$p < 0/01^{**}$

Considering the results of above table, since the significance level is less than error of 0.05 for individual characteristics (innovativeness, responsibility, self-confidence, creativity, and need for achievement, perfectionist and risk-taking), the conclusion is that (null hypothesis) H0 not confirmed and the H1 hypothesis (research hypotheses) is accepted. Correlation coefficient is equal to 0.468, 0.744, 0.717, 0.782, 0.801, 0.698, 0.705 has gained respectively.

All of the researches Hypotheses in this study (main and sub hypotheses 1 to 7) confirmed. For all variables path coefficient T was more than 6.18, thus all the hypotheses confirmed.

It seen, there was significant effect between individual characteristics and its indicators on trends in social entrepreneurship. The results showed that, there was significant effect between individual characteristics with (effect coefficient 0.74, significant number 8.92) on trends in social entrepreneurship.

Among individual characteristics, feature of needing for achievement with (effect coefficient 0.82, significant number 8.12) had the most effect on trends in social entrepreneurship. Creativity is (effect coefficient 0.76, significant number 7.93) in the second rank. Responsibility feature is (effect coefficient 0.71, significant number 6.85) in the third rank. Self-confidence is (effect coefficient 0.63, significant number 5.68) in the fourth rank.

Risk-taking is (effect coefficient 0.61, significant number 4.18) in the fifth rank. Perfectionist is (effect coefficient 0.57, significant number 3.73) in the sixth rank and finally, innovativeness feature (effect coefficient 0.51, significant number 3.36) in seventh rank has located.

CONCLUSION

According to the findings, charities institutes of Sanandaj city in the range of individual characteristics and dimensions of the situation are good. The institutions in individual characteristics average 3.943 and SD 0.406 and significant T test has confirmed.

However, in terms of dimension of individual characteristics, innovativeness with (mean 4.267, and standard division 0.5) had the most desirable status and in the first rank has located. Self-confidence with (mean 4.162, and standard division 0.438) in the second rank has located. Responsibility with (mean 4.113, and standard division 0.582) in the third rank has located. Creativity with (mean 4.012, and standard division 0.521) in the fourth rank has located. Needing for achievement with (mean 3.681, and standard division 0.657) in the fifth rank has located. Risk-taking with (mean 3.65, and standard division 0.929) in the sixth rank has located. Perfectionist with (mean 3.544, and standard division 0.721) in the seventh rank has located.

Also with considering to research findings, trends in social entrepreneurship and its indicators in charities institutes of Sanandaj city, the situation were good. These institutions in trends of social entrepreneurship had (mean 4.257, and standard division 0.432)

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