

Research Article

THE MAIN ELEMENTS AND FACTORS OF ENTREPRENEURIAL CULTURE IN ISLAMIC AZAD UNIVERSITY (REGION 2)

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ABSTRACT

This study entitled “the main elements and factors of entrepreneurial culture in Islamic Azad University (District 2)”. This was an applied-descriptive survey. The population consisted of all faculty members of Islamic Azad University, district 2 (N=1200). Using stratified random sampling method, 286 subjects were selected as sample. The data were collected using questionnaire. In this study, all data were analyzed using spss software. The regression model was used to analyze the data. According to the main elements of university’s entrepreneurial culture, the five components including independence, competitiveness, pioneering, innovation, and risk taking explained significantly the entrepreneurship variable. With standard beta coefficient 0.52, the independence variable had the greatest impact on entrepreneurship. Also, with standard beta coefficient 0.40, the innovation and risk-taking variables had the lowest impact on entrepreneurship score.

Keywords: *Entrepreneurship, Entrepreneurial Culture Components of University, Islamic Azad University*

INTRODUCTION

Today, the organizations have dynamism, complexity, ambiguity, and tradition avoidance. They are constantly influenced by environment and have accepted the change as an inevitable issue. The prediction of changes with reasonable accuracy will be faced with problems. In today's world, the innovation and entrepreneurial thinking and its use in organizations are inevitable. As the birth and death of organizations depends on the vision, insight, and the abilities of their founders, their growth and survival, also, depends on the ability, creativity, and innovation of human resources (Rasekh, 2007).

The learning and innovation is a necessity for organizations that are trying to survive and have effectiveness. Many organizations are increasingly looking for innovative and entrepreneurial approach to improve their effectiveness, efficiency, and flexibility. In this regard, entrepreneurship is rapidly becoming a choice for organizations, particularly for large organizations (Hagh *et al.*, 2007). Schumpeter considered entrepreneurship as the main driving force in economic development and creator of new composition of materials. Kirzner defined entrepreneurship as awareness of undetected profitable opportunities (Houman *et al.*, 2006).

The organizational entrepreneurship is the stimulation and employment of people within an organization, the way that people think, and the ways they can do things in different and better method. By developing the spirit of entrepreneurship in organizations, the barriers to flexibility, innovation, and growth may be overcome. Having entrepreneurs in the organization require suitable conditions and promoting the spirit of entrepreneurship (Zare *et al.*, 2007).

In general, it can be said that the main characteristics of entrepreneurial organizations provides them some capabilities to improve their efficiency and enables them for better utilization of existing opportunities and greater adaptability to the environment (Haghshenas *et al.*, 2007). Today, in different countries, special attention is paid to economy-based entrepreneurship and entrepreneurs in management and economy science. The entrepreneurship strengthening and creating appropriate environment for its development is one of the tools for economic development, especially in developing countries. According

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to the Universal Declaration of entrepreneurship, there is a strong correlation between national economic development and national and organizational entrepreneurial activity (Archie, 2004).

Components of entrepreneurial culture in university:

Being independence: the need for being independence is one of the characteristics has been emphasized as an important driving force for entrepreneurs. In fact, the need for being independence can be defined by phrases such as having control over destiny, to do work for own, and being own chief. In fact, the need for being independence is a factor that cause entrepreneurs achieve to their goals and live their dreams. They feel anger to bureaucracy and have a sincere commitment to change (Shafi *et al.*, 2011).

Innovation: the organizational innovation is a facilitating and precondition factor for optimal use of technical products. The organizational innovation is an immediate source of competitive advantage in organizations. It has a significant impact on business performance with respect to productivity, local time, quality, and flexibility (Armberousetrou *et al.*, 2008).

Pioneering: in the ninth edition of Webster's College Dictionary, the word pioneer is defined as an activity to cope with the changes, needs, and problems of the future. Therefore, the pioneering plays a vital role in the trend of entrepreneurship, because it represents a prospective view along with innovative activities or new and modern investments (Ahmadi, 2008).

The pioneering is the level that organizations try to be leader of competitors, instead of being their follower, in some cases such as the key areas of trade, the introduction of products and services, using technologies, and using administrative techniques. In other words, pioneering refers to the tendency of manager to increase the competition (Azizi, 2008).

Risk taking: the risk can be defined as fast track of opportunities, rapid use of sources, and taking bold actions. In fact, being bold is considered as pursuing opportunities as entrepreneurial feature of company (Azizi, 2008).

The organizational studies of Brokas (1980) and Shipra (1950) suggest that risk taking is as an integral task of entrepreneurship which leads to success. The risk includes financial (including a heavy commitment to assets or loans) and personal (making such decisions) risks (Memili *et al.*, 2010).

Aggressive competition: the desire to make the challenge or compete with rivals. Covin and Selvin assume that the state of entrepreneurship is reflected in willingness to compete aggressively with industry rivals (Covin and Selvin, 1991; quoted by Taslimi *et al.*, 2006). They consider the aggressive competition as a management trend that is described by organizational enthusiasm to dominate the competitors.

Research Question

What are the main elements and factors of university entrepreneurial culture in Islamic Azad University?

MATERIALS AND METHODS

Research Methodology

This was an applied-descriptive survey. The population consisted of all faculty members of Islamic Azad University, district 2 (N=1200). Using stratified random sampling method, 286 subjects were selected as sample.

Total score of components	The estimated amount
Autonomy	0/519
Aggressive competition	0/411
Proactive	0/415
Innovation	0/403
Risk taking	0/396

Analysis of data in relation to the research question:

The regression model was used to answer the research question. However, the independence, competitiveness, pioneering, innovation, and risk-taking components were considered as predictive

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components (X) and entrepreneurship variable was considered as criterion variable (Y). The standard regression coefficient of entrepreneurship components and entrepreneurship total score are shown in the table.

The standard regression coefficient of entrepreneurship components and entrepreneurship total score According to the main elements of university's entrepreneurial culture, the five components including independence, competitiveness, pioneering, innovation, and risk taking explain significantly the entrepreneurship variable. With standard beta coefficient 0.52, the independence variable has the greatest impact on entrepreneurship. Also, with standard beta coefficient 0.40, the innovation and risk-taking variables have the lowest impact on entrepreneurship score.

Conclusion

This study aimed to determine the key elements and factors of University entrepreneurial culture in Islamic Azad University (District 2). This research is undoubtedly based on a philosophical look at human being. This philosophy emphasize that the establishment of effective entrepreneurship culture in the organizational world is vital.

The five main components of culture which are effective in university entrepreneurship include independence, pioneering, aggressive competition, innovation, and risk taking. With standard beta coefficient 0.52, the independence variable has the greatest impact on entrepreneurship. Also, with standard beta coefficient 0.40, the innovation and risk-taking variables have the lowest impact on entrepreneurship score. Therefore, universities should institutionalize the entrepreneurial culture to be an entrepreneur. In this regard, Islamic Azad University should consider the manpower as main source of culture development. The organizations should shape and direct the beliefs, attitudes, and behavior of staff such that they use innovation in their work and respond to real needs of environment; in other words, they should consider fundamental change in their performance along with innovation.

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