UNIVERSITY AND ENTREPRENEURIAL CHARACTERISTICS

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Abstract

Nowadays entrepreneurship known as the engine of growth and development in organizations and communities and also it is as a symbol of trying and succeed in business. This paper deals with the topic of entrepreneurship. The outline of this paper is definition entrepreneurship from the perspective several scientists, the importance entrepreneurship, theoretical evolution process of entrepreneurship, types entrepreneurship, entrepreneurship in universities and role of university in entrepreneurship.

Keywords: entrepreneurship, universities, Organizational Entrepreneurship, Individual entrepreneurship

1. INTRODUCTION

New era is competition arena over resources and capital. Major industrial countries are the victors in this field, productivity from capital and sources consider as symbol of work and through educated people professionals caused the development and growth in country and have achieved inventions. Access to these innovations that has revived economies of developed countries depending on entrepreneurship (Shan, 2003). Most scholars and experts in the field of economic activities, creativity and innovation and briefly entrepreneurship and knowledge-based manufacturing know key factors for success and survival in the field of today's competitive markets in national and international levels (Mosleh Shirazi, 2005).

2. DEFINITIONS AND CONCEPTS OF ENTREPRENEURSHIP

The first step to identify and correct explanation for every concept or phenomenon is providing a clear definition of it. Entrepreneurship like other concepts discussed in the humanities is to analyze and explanation when can be provides a clear definition from it. Since the concepts of humanities is not consider among conclusive concepts of physics and chemistry science, providing a definition of definitive and specific for its terms is difficult or even impossible.

Kaufman and Dunnett believe that there are three categories for defining entrepreneurship that are as follows: 1 - definitions that are based on the characteristics and features. 2- Definitions that are based on the role or function of the entrepreneur in the economic process. 3 - Definitions that are based on the behavior or activities of entrepreneurs (Verheul et al, 2005, 488). Entrepreneurship words has been adapted from Entreprendre French word meaning "middleman and brokers." or English term to undertake to meaning "committing" (Upton et al, 1997).
Entrepreneurship is considered component of management concept that doesn’t have a definitive definition and a thorough understanding of it requires interdisciplinary approach (Cochran, 1996). Jaffry Timmons (1990) wrote about entrepreneurship “entrepreneurship is making invaluable insight from nothing; entrepreneurship is process of creation and access to opportunities and follow them regardless of available resources currently. Entrepreneurship is including the creation and distribution of the values and interests of individuals, groups, organizations and society. Echols Ann & Neck Christophe (1998) believe that entrepreneurship is a process that occurs in a variety environments and during changes occur in the economic system through innovative people who react to economic opportunities that will cause personal and social values (Neck & Echols ,1998,1).
- Entrepreneurship is a process that without regard to available resources, opportunities are pursued by individuals (Hurloy, 1999, 2).
- Johanson et al) 2006) believe that entrepreneurship is a complex multifaceted concept that has attracted a lot of attention and many experts agree that entrepreneurship and entrepreneurs have considerable role to economic development (Johanson et al,2006,4). Also Heinonen et al (2006) believe that entrepreneurship is considered to cause significant effects on micro and macro level of economics. Entrepreneurship is a critical factor in the generation of new ideas, creating new companies and businesses, and generally development of the economy (Heinonen et al,2006,80).

3. TYPES OF ENTREPRENEURSHIP
Entrepreneurs have provided various divisions for entrepreneurship that the most individual entrepreneurship important of them is shown in the following diagram.

Figure1) Types of Entrepreneurship

3.1. Individual entrepreneurship (Independent entrepreneurship)
If someone creates an independent business or take its representation by identifying opportunities and mobilizing the necessary resources and focuses on innovation, process development, creating new products or services is defined as Individual entrepreneurship (Ahmadpour and Moghim, 2008, p 51).

3.2. Organizational Entrepreneurship (Inter-enterprise Entrepreneurship)
Organizational Entrepreneurship includes improvement of entrepreneurial behavior in an organization that has already established, and is a process that creates products (services) or innovative processes by creation of entrepreneurial culture in an
organization. In this type of entrepreneurship, a company or organization provides an environment to enable users to participate in entrepreneurship, throughout this; innovative products, services or processes would be appeared by the creation of entrepreneurial culture (Ahmadpour, Moghimi, 2008, p 51).

Difference between organizational entrepreneurship and individual entrepreneurship is that, in organizational entrepreneurship, a person is a source of innovation and transformation, but in individual entrepreneurship, all members of the organization have an entrepreneurial spirit (Mansouri, 2008, p 23).

4. THE IMPORTANCE OF ENTREPRENEURSHIP

Studies show that some economists and commentators and scholars of management know entrepreneurs as the engine of economic growth in a community that in competitive environment and conditions of the imbalance (not a static balance) will move the community and develop. Finding innovative ways is the key to entrepreneurial success that the adoption of new technology or marketing better, faster and less costly of new products does the demands of human in the best way. This means that producing available products with lower costs or improve the quality of them or markets for new goods”. Definitions of entrepreneurship suggest that entrepreneurship don’t waiting for Investment and job creation by the government. He by understanding of the opportunities and using stagnant assets provide facilities and with proper organizing and manage of resources will implement their ideas. His job is not only to himself, but without relying on the government; the private sector creates jobs for many others and in addition has an important role in the production and "productive employment". This would reduce unemployment without need for government investment to create jobs. Of course government can provide adequate facilities and pursuing the policy to accelerate the movement of entrepreneurs (Hosseini & Moradpour, 2008, 5). Today, most developed countries are in transition from state of administrative and bureaucratic to state of entrepreneurship. Expanding economic activity and technological along by changing comprehensive approach and attitude during the recent period, Attention of many governments has led to develop and foster entrepreneurship and organizations to attracting and breeding organizational entrepreneurs. Many experts, both entrepreneurship and small businesses is considered as an important factor in industrial and economic development of a nation. A number of experts, about 70 percent of economic growth know entrepreneurial activity and believe that one-third of growth rates in the national economy; it "may affect entrepreneurial activity. In recent years, the importance of entrepreneurial behavior and necessity entrepreneurs, in industry, services, government organizations, private companies and… is growing increasingly. A wide range of different factors in the revival of interest in entrepreneurship and small businesses have contributed in Europe and the United States in the 1990s. In recent years, many industrialized countries have seen economic stagnation, high unemployment and fluctuations in international business cycle. This condition is caused increasing attention of policy makers and decision makers the potential to role of entrepreneurs as the only solution massive unemployment rates and achieving economic welfare. Many countries have adopted this issue and new policy strategies to support small businesses and entrepreneurs have employed. Special efforts have also done to promote innovative activities (Because innovative activity has a significant effect on job creation and lower unemployment) and increasing innovative capacity (Garvan, cinneide.1994, pp.3-4).
5. COURSE OF THEORETICAL DEVELOPMENT OF ENTREPRENEURSHIP

Process of life evolution from caveman times described many ways but what has been considered in all analyzes surely the role of "change factor" or In fact force that has been makes material progress. Recently we have found that from beginning this change factor exist until now and in the future Entrepreneurs will play its role. In fact entrepreneurs found change as crucial issue. They change values and have changed their nature. The emergence of entrepreneurship theoretical concepts has been simultaneously broader expansion of this term that Following explains the course of the theoretical development of entrepreneurship from beginning of the development this terms (Mosleh Shirazi, 2007).

5.1. Period I: Ages 15 and 16 AD, "owners of large projects."

During this period, the term of entrepreneur was used both the actor and for someone who manage large manufacturing projects. Entrepreneurs in the middle ages were generally great ones. In definition of this period isn’t considered acceptance of risk.

5.2. Period II: The 17th century "risk taking"

In this period a new dimension was added to entrepreneurship. Risk taking in fact relationship between entrepreneurship and risk was formed in the seventeenth century. So that entrepreneurs were applying to any person who in order to provide services or goods contract with the government and because contract price was fixed, thus profits and losses was for entrepreneur.

5.3. Period III: Century 18 and 19 AD and early century 20 "distinguish entrepreneurs from other players in economy field."

In this period to industrializing society made different between the capitalist and the individual that needs to investment. In other words, the entrepreneur from supplier of capital (investor of entrepreneurial activity) was distinguished.

5.4. Period IV: The middle decades of the twentieth century "innovation"

At this time was based the theory of innovative entrepreneur and concept of innovation has become as a major component of the definition of entrepreneurship. In this period between the manager and the entrepreneur was distinguished. Innovative entrepreneur is someone who is ready to utilization something innovative.

5.5. Period V: contemporary era (1980 to present) "multilateral approach"

In this period simultaneously with creation of small businesses and economic growth and also determining role of entrepreneurship as accelerator this mechanism, much attention was attracted to this concept and was made multi-pronged approach to the issue. Prior to this period, most attention economists was focused on entrepreneurship, but gradually in the course psychologists, sociologists, scientists and researchers of management sciences were attend to various aspects of entrepreneurship and entrepreneurs. The main attention of this research is to understanding the characteristics of entrepreneurs and reasons of individual a tendency towards entrepreneurship.
6. PSYCHOLOGICAL APPROACH OR THE ENTREPRENEURIAL PERSONALITY:

Features of entrepreneurs include a wide range; the authors have identified a variety of features for entrepreneurs: Some of these characteristics are psychological characteristics; this approach seeks to explanation personality characteristics that are said characteristics approach. About characteristics conducted numerous studies by scientists, these characteristics include positive mental state, the need for achievement, self-confidence, willingness to risk, creativity and innovation and.... The second approach is the behavioral approach; this approach refers to the activities of entrepreneur individual (Ahmadpour Daryani & Moghimi, 2006, pp70-72). Including research that was done on the characteristics of entrepreneurs is littunen Studies (2000). The underlying assumption of his research is that being entrepreneur is not accidental and entrepreneurship of individuals will be different according to various situations and how being social groups. He examine two variables “achievement of success motivation and emphasis on control”. In the view of littunen; ability of risk-taking, innovation, knowledge skills in the job, market and marketing, ability for cooperation, the ability for using opportunities are the entrepreneur characteristics (littunen,2000).

Early 1950, entrepreneurship was considered psychology. Psychologists in order to offer theories based on personality characteristics and distinction among entrepreneurs with managers and non-entrepreneurs paid to review psychological characteristics of entrepreneurs. These researchers focused on characteristics provided many characteristics to entrepreneurs. In fact psychological model of Entrepreneurship is approach that has been used more than the other approaches. In this approach, the characteristics of psychology such as the need to succeed and progress, the tendency to take risks and the internal control as characteristics that will emerge more entrepreneurs is taken into consideration. In Opinion Wilken (1992), Entrepreneurship phenomenon has related to individual personality, social and cultural conditions. This researcher, economic factors, cultural, and psychological and combination of production factors knows effective in the development and creation of entrepreneurship. With regard to the psychological aspects of individuals in terms of tend to entrepreneurship are essential, so a few decades ago, some psychologists and researchers tried to discover the personality characteristics of entrepreneurs. They wanted to know what differences exist among entrepreneurs and non-entrepreneurs, in terms of personality. From review of research can be reach to these conclusions that psychological studies on entrepreneurship started in early 1960 and has expanded after it. Set of these studies show that entrepreneurs are individuals of creative, risk taking, self-reliant. Course some of researchers, other characteristics such as determination, independence of thought, self-esteem, commitment and effort and perseverance are also attributed to them (Mosleh Shirazi, 2002).

7. ENTREPRENEURSHIP IN UNIVERSITIES

Universities are the mastermind and driving force in every society and advancement or retardation communities are largely depends on to quantity and quality of services in University Centers. Simultaneously with society’s progress from traditional societies to industrial societies and intelligence communities, the role of universities has changed and universities have become a mere transmitter of knowledge to power of the nation in the production of knowledge and technology. Hanson Jynkl believe that future university is organization to foster creativity and innovation, He says that the university will be structure and format in 2050 that will
maximize creativity and innovation and may be very different from what we today know as university. In new paradigm, entrepreneurial university is university that simultaneously with emphasis on knowledge production and expand of human knowledge pay attention to needs of education, research and consulting services specialized of environment and through the creation of creative and clever ways of thinking with respond quickly and accurately to the needs of individuals help to come off the ability to define, formulate and solve the problems of society as independent. Currently universities around the world are doing various activities in order to develop entrepreneurship. These activities include the activities of education, research, promotion, counseling, entrepreneurship centers and offices, development centers and extracurricular activities. Some public and private universities in the Iran have done actions about entrepreneurship development. it include one or two-day seminars, promotion activities in the field of entrepreneurship, research projects, establishing entrepreneurship centers, offering courses in entrepreneurship as optional units. Analysis of the current state of entrepreneurship in university country can clarifies some future course appropriate strategies to deal with the challenges ahead will provide (Feyz, 2009).

8. ROLE OF UNIVERSITY IN ENTREPRENEURSHIP

Higher education centers due to advanced research and training facilities and expert forces can work in various segments of the labor market, can produce various materials and machines and by providing productive and profitable projects to government organizations and private companies can provide field of building various units of production and in this way be entrepreneurs. One of the most important indicators of the effectiveness of the education system in each country is amount of training students and graduated of entrepreneur. The goal is that culture of entrepreneurship at different levels of society, especially the "educated people should be institutionalized and increasing employee that has been as a result hire of indiscriminate and unplanned in the past few decades substitute to creativity and Entrepreneurship culture (Fatehrad, Taghiyari, 2005).

9. CONCLUSIONS

In this paper described entrepreneurship and its importance and role of university in the entrepreneurship and also was expressed university can be effective in fostering entrepreneurship that could provide specific programs in entrepreneurship for students. Education is the most important role in the development of entrepreneurship. Universities and higher education institutions should plan to develop entrepreneurship and making culture. University is as the main trustee breeding society experts, plays a decisive role in the development of entrepreneurship in the country. So nowadays there is this attitude that major investment of the future university will be provided graduates of entrepreneurs; so should be done careful and coherent planning in the field of entrepreneurship education in these institutions.
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