

AN OVERVIEW OF CULTURAL INTELLIGENCE AND ITS IMPACT ON ENTREPRENEURSHIP

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Abstract

Today, organizations are looking for managers who have continually adapt ability with people from different cultures and the ability to manage cross-cultural communication. Today's work environment, has require to individuals be exposed to different cultures and can establish appropriate relation with individuals of other cultures. For this reason, individuals have need to cultural intelligence. Ability of individual for compared with the values, traditions and customs different from what accustomed to it, and working in a different cultural environment is introduced cultural intelligence. Cultural intelligence influences on entrepreneurs features, and based on culture governing on entrepreneurial society will be changing. In cultures that valued for working and wealth entrepreneurship is possible to grow compared with the culture of contentment and frugality.

Keywords : Cultural Intelligence, Components of Cultural Intelligence, Attitudes of Cultural Intelligence, Entrepreneurship

Introduction

Although IQ was long years interest to psychologists and a lot of tests has been proposed for its measures and reinforced. But new aspects of intelligence, such as emotional intelligence and cultural intelligence have been discussed only in recent years. (Naeiji & AbasAlizadeh 2007)

Many researchers do introduce cultural intelligence as ability for perform job to effectively in culturally diverse situations. Some people knows this type of intelligence as a multi-faceted competencies including cultural knowledge, thoughtful actions and list from behavioral skills. In fact cultural intelligence is a capacity allows to individuals have a correct understanding against the wide range of cultures and act appropriately. (Rahim Nia et al 2009)

Cultural Intelligence

The concept of cultural intelligence for the first time raised by Earley and Ang researchers from School of Business in London. They define cultural intelligence as ability to learn new patterns in cultural interaction and provide appropriate behavioral responses to these patterns. In another definition, has been regarded as an individual's ability to understand, interpret and effectively act in situations that have the cultural diversity. Also, cultural intelligence, includes personal insights that is useful for adaptation successful and cross-cultural interactions and successful participation in working groups and multi-cultural. (AbasAlizadeh 2008)

Previous research

1. Moshabaki and Ramoz (2006) in research as "Cultural intelligence success elixir in World Class" achieved to these results Iranian managers' information and motivation with international interactions is almost appropriate to learn about other cultures and this point why show more weakness in action stage, opens way for doing research more extensive in this area.
2. Kazemi (2008) done research as "The relationship between cultural intelligence and performance staff in Al-Mustafa Al-Alamieh". The results of Spearman correlation test showed there is a relationship between cultural intelligence and performance. Priorities of cultural intelligence dimensions from Friedman test is motivational cultural intelligence, metacognitive cultural intelligence, , behavioral cultural intelligence, and cognitive cultural intelligence.
- 3.

Components of Cultural Intelligence

Cultural intelligence components are as follows :

1. Cognitive dimension
2. Physical dimension
3. Emotional- Motivational dimension

(Earley & Mosakowski 2004)

Van Dyne and Ang Cultural intelligence consists of four components as follows :

Metacognitive cultural intelligence : Is a method which a person intercultural experiences argues by it. this element consider a process that people do used to gain and understanding cultural knowledge.

Cognitive cultural intelligence : Understanding a person about cultures similarities and differences and reflect general knowledge about cultures.

Motivational cultural intelligence : Person's confidence and trust to that is able to adapt itself with a new culture. Motivational cultural intelligence show volume and order power of individuals for interactions in a new culture. This dimension is including surface people in it have confidence and trust about their abilities in intercultural interactions, amount of openness to experience, interact with people of other cultures, and amount of satisfaction find in own from its interactions.

Behavioral cultural intelligence : It show the ability to represent proper apply verbal and nonverbal in interaction with people from different cultures. This element focuses on the condition people are placed in a new culture and how do they (Overt acts of individual)

(Van Dyne et al 2007)

Strategy cultural intelligence : Its mean individual how understanding experience of intercultural. This strategy is indicative of processes that individuals do used for business and understands of cultural knowledge. This occurs when that individuals judgments about own thought processes and others. (Peterson 2004)

Knowledge cultural intelligence : It is indicate individual understanding from cultural similarities and differences and included recognizing economic and legal systems, norms of social interaction, religious beliefs, and aesthetic values. (Gilaninia 2012)

Entrepreneurship

Dr. Rezaeian defines entrepreneurial as process of hunting opportunities by Individuals, regardless of current sources available. This is based on entrepreneurs when imagining new opportunities ignore current resource constraints. (Rezaeian2006)

The Key Personality Features of Entrepreneur

1. **Locus of Control** : This means that a person how does ascribes source of positive or negative results to self or others. People with external locus of control have features like less responsibility, irrational against incidents and causes of events, low job

satisfaction, high rates of absenteeism and sense alienation to the workplace, lack of trust in others, low motivation, low self-esteem. People with internal locus of control have features like high responsibility, more mental health, willingness to cooperate with others and their trust, high confidence and desire to progress. (Atkinson et al 1990)

2. **Creativity** : Imagination is the creativities basis. person instead be limiting to sensible of oen world by development of scope own imagination will open a world of wonder on itself. The most important effective factors in creative people include : Gender, familie's socio - economic status, , order of birth, level of family, urban environmental influences. (Omid 1979)
3. **Tolerate Ambiguity** : Tolerance ambiguity is to accept uncertainty as part of life, ability to survive By little knowledge about the environment and desire to independently activity without knowing the success or failure. (Akbari 2001)
4. **Risk-Taking** : Risk is defined as individual does announced readiness for doing something or acceptance of responsibility that there is in it possibility of failure. (Burns 2001)
5. **Need For Success or Seeking Success** : Success motivated as individuals tend to target acquisition is based on a set of standards. Seeking success is represents comprehensive orientation to assessment of its performance according to the highest standards, strive for success in the performance, and enjoy with success in the performance. (Masen 1991)

Conclusions

Cultural intelligence ability to perform job to effectively in culturally diverse situations. In fact cultural Intelligence is ability to learn of new patterns in cultural interaction and provide appropriate behavioral responses to these patterns. Cultural intelligence included components of metacognitive, cognitive, motivational, and behavioral. Cultural intelligence can influence on characteristics of entrepreneurs. Therefore it is very important. Characters of entrepreneurs is included features such as locus of control, creativity, tolerance for ambiguity, risk-taking and need for success or seeking success.

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