

INVESTIGATING THE EFFECT OF ENTREPRENEURSHIP ASPECTS ON INFORMATION EXPLOITATION CONSIDERING THE MODERATING ROLE OF INFORMATION ACQUISITION; (CASE STUDY: MEDICAL SCIENCE UNIVERSITY OF IRAN)

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Abstract

Today, organizations and governments have found that organizational and private entrepreneurs have played a significant role to increase the competitive advantage at national and organizational level. Therefore, they are called as the most important competitive advantage. Entrepreneurs are considered as driving engines of economy. It can be due to some reasons including the role of job creation, innovation, facilitating changes, creative problem solving, and resolving their industrial and economic dilemmas. Thus, training entrepreneurs and also investigating their role is necessary. The investigated organizational entrepreneurs are individuals who create new businesses and work in an organization and are able to influence the profit of the institute and increase the occupational capacity of the organization. Entrepreneurship aspects include some features such as risk taking, success motivation, and being active, leading, and innovative. Generally, entrepreneurs are characterized by these features.

Keywords: Entrepreneurship Aspects, Information Exploitation, Information Acquisition, Risk taking and Leading, Innovation

Problem Statement

In the present study, entrepreneurship aspects such as risk taking and being active, leading, and innovative and also their role in information exploitation in medical science University of Iran is examined. Risk taking activities of entrepreneurs involve the tendency to use the indicators of exploiting the opportunities or using strategies in business with uncertain consequences. Activities of entrepreneurs are related to their tendency to gain control over competitors using the combination of leading and courageous factors. The present study indicates that how these features influence information exploitation in Medical Science University of Iran. This effect is in such a form that companies with high entrepreneurship aspects tend to explore opportunities and reinforce competitive situations continuously. Although large institutes usually have some resources to direct the researches of large financial markets to gather such information, it is not clear that how organizations make use of such information regarding ownership. After obtaining information, organizations use them in favor of themselves. The information has no tangible benefit unless the gathered information is used effectively. In large companies, some certain units are responsible for gathering information but in organizations, entrepreneurs perform this task and in this case, entrepreneurs find a deterministic role in organization. The present work seeks to find how entrepreneurship aspects influence information gathering and the effectiveness of activities Medical Science University of Iran, what is the role of gathering and applying information in relation with entrepreneurship aspects and information exploitation in organizations; and also how gathering and applying of more information lead to higher levels of efficiency in organization.

The research conceptual model

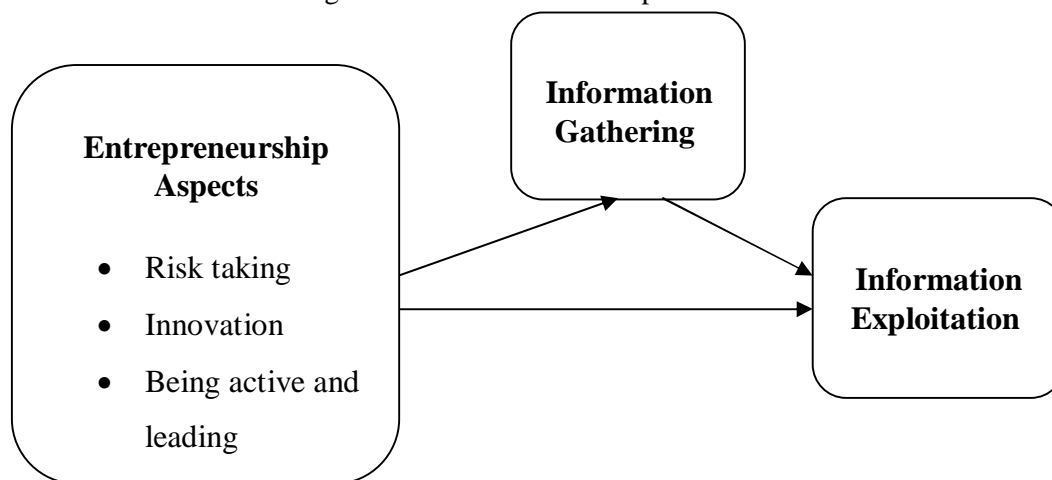
Based on the base researches regarding entrepreneurship, entrepreneurship aspects can be treated as an effective factor in information exploitation in a company. The institutes with high entrepreneurship aspects

tend to explore opportunities and reinforce competitive situations continuously. By entrepreneurship aspects of risk taking, it means doing leading and innovative activities and entrepreneurs are characterized by features that the theory of entrepreneurship aspects has considered it as the most important entrepreneurship aspects and believes that they affect information exploitation in institution.

The institutes with high entrepreneurship aspects tend to explore opportunities and reinforce competitive situations continuously. As a part of the activities of exploring environment, companies are interested in the information helping them to make a better understanding of customers' needs and manage risk situations better in order to compete with their competitors. Although large institutes usually have some resources to direct the researches of large financial markets to gather such information, it is not clear that how organizations make use of such information regarding ownership. In entrepreneurship researches and also in the researches related to marketing, it has been stated that the information related to customers and competitors play an important role in marketing design. To present high quality products and services continuously, there is a need to gathering information about customers' needs and competitors' capabilities. After obtaining information, organizations use them in favor of themselves. The information has no tangible benefit unless the gathered information is used effectively. Further, it is not clear that how entrepreneurship aspects form information exploitation. There is no study about these cases which is discussed in the present work.

Risk taking activities of entrepreneurs involve the tendency to use the indicators of exploiting the opportunities or using strategies in business with uncertain consequences. Leading activities are related to their tendency to gain control over competitors using the combination of leading and courageous factors. Finally, innovative activities are associated with organization tendency to use creative activities and experience new ideas which may lead to the advent of new production methods or new products and services for existing or new markets. However, most of the documents confirm the positive effects between entrepreneurship aspects and information exploitation. Therefore, the theoretical model of the research is presented as follow.

Figure 1- The research conceptual model



The Research objectives

1. To investigate the effect of entrepreneurship aspects in information exploitation with a focus on the role of information Acquisition in Medical Science University of Iran
2. To develop knowledge about entrepreneurs, Medical Science University of Iran, and also the role of entrepreneurs in Medical Science University of Iran
3. To develop entrepreneurship researches with respect to the need of the country to such information
4. To investiagte the relation between entrepreneurship aspects and information application and acquisition

The Significance of the study

The present study can be of importance from several aspects. First, entrepreneurship will be created by determining entrepreneurs in organization and thus, they will perceive the necessity of applying entrepreneurs and manifest it. Therefore, it can be hoped that the rate of economic growth and development is increased. Without the support of such studies it will be difficult to justify managers to apply entrepreneurs. This paper attempts to show that how entrepreneurship aspects affect information exploitation in Medical Science Universities of Iran. Moreover, the effectiveness of entrepreneurship aspects including risk taking, being active and leading, and the tendency to success and innovation to exploit information of institutes is evaluated.

With respect to the fact that entrepreneurs are the creators of organizations, conducting such studies can provide the possibility of making better development in such organizations by determining the role of entrepreneurs in these organizations.

Research background

Rezazade (2003) based on his study investigating the relation between organizational structure and organizational entrepreneurship in Social Security Organization of Tehran, found a significant relation between the complexity of organizational structure and organizational entrepreneurship. But the obtained correlation coefficient indicated a reverse relation between organizational structure and organizational entrepreneurship. He also observed a significant relation between the officiality of organizational structure and organizational entrepreneurship but the obtained correlation coefficient indicated a reverse relation between the officiality of organizational structure and organizational entrepreneurship.

Moghimi (2003) investigated the capabilities and features of organizational entrepreneurship for non state organizations to present a good pattern for structural, behavioral and background factors matched with the features of organizational entrepreneurship.

Arabi (2002) specified the success entrepreneurial factors and presented an appropriate pattern for entrepreneurs in market as well as the pattern of entrepreneurial process in Iran.

Norouzi (2005) based on his study investigating the relation between psychiatric factors of organizational enabling and entrepreneurship in the branches of Melat Bank, observed a significant relation between emotion and efficiency in the branches.

Abbaszadegan (2004) based on empirical evidences reported that entrepreneur organizations are significantly related with job creation.

Amabile et al. (2005) examined the relation between the effect and creation in work place. The obtained results revealed that there is a simple linear positive relation between the effect and creation in organizations.

Lao et al. (2003) investigating the tendency to customer, organizational entrepreneurship, and tendency to learning in organizations, found a negative and significant relation between individuals' age and organizational entrepreneurship. Such finding indicates that youth are more susceptible to develop entrepreneurial effectiveness in market needs.

Brizek (2003) studied the relation between organizational entrepreneurship and management performance. He reported a significant relation between organizational entrepreneurship and management performance. That is, more the manager uses the workers' participation, the organization will move towards organizational entrepreneurship.

Eyal & Kark (2004) evaluated the relation between various leadership styles and different entrepreneurial strategies in the systems of non-profit-making public schools. Based on the findings, they concluded that evolutionary leadership can encourage an active entrepreneurial strategy leading to a fundamental change. While, controlling leadership can only promote some limited changes through a measured entrepreneurial strategy. Preventive inactive leadership style, mostly, restrain organizational entrepreneurship through conservative strategy. The final findings indicated that although evolutionary leadership provides the greatest consistent managerial conditions, this relation is complex.

After obtaining information, organizations use them in favor of themselves. The information has no tangible benefit unless the gathered information is used effectively. Unfortunately, except for few numbers, most of researchers disregard applying such information. The previous works have not revealed the effect of entrepreneurship aspects in information acquisition and application. The mentioned cases are the research vacuum regarding entrepreneurs and organizations which has been addressed in the present study.

The research hypotheses

Considering the above mentioned and the conceptual model of the study, the research hypothesis can be presented as follows:

1. There is a positive and significant relation between entrepreneurship aspects and information exploitation.
2. There is a positive and significant relation between entrepreneurship aspects and information acquisition.
3. There is a positive and significant relation between information acquisition and information exploitation.

Research Methodology

The present research is an applied, non-empirical and correlation study using Structural equation model (SEM).

The statistical population

The statistical population of the study includes all the Staff and managers of Medical Science University in Iran, Tehran.

The sampling and sample size

At the first stage, 10 companies were selected as the statistical sample using systematic sampling. At the second stage, a sample with the size of 100 people was selected using random sampling due to obeying the principle of lack of error or lost data in the statistical sample since in working with SEM, it is good to answer all the questions and since it is likely that this ideal does not occur, 10 samples were selected more than the primary sample size.

Data gathering tools

To gather the needed data, three questionnaires were used which are as follows:

The questionnaire of entrepreneurship aspects:

To measure entrepreneurship aspects, 10 questions extracted based on Kevin and Slovin (1989) and Miller & Friesen (1989) were used. This questionnaire had three dimensions of being innovative (5 items), being leading (2 items), and risk taking (3 items) which were based on Likert scale.

The questionnaire of information acquisition

To measure this variable, 6 questions extracted based on the statements on Deshpande and Zillmann (1982), Mormon (1995), and Diamon et al (1999) were used which were based on Likert scale.

The questionnaire of information exploitation

To measure information exploitation, 12 questions extracted based on Deshpande and Zillmann (1982), Mormon (1995), and Diamon et al (1999) were used. This questionnaire had three dimensions of being innovative (5 items), being leading (2 items), and risk taking (3 items) which were based on Likert scale.

Discussion and Results

The gathered data were analyzed using descriptive (frequency distribution tables, central indices, dispersion and charts) and referential (SEM and confirmatory factor analysis) methods through LISREL software. That is, based on the gathered data, the research model was constructed using LISREL software and then, covariance matrices, measurement equations, fitness indices, and so forth were computed.

Research Findings

As the research findings revealed, based on the first hypothesis, there is a positive and significant relation between entrepreneurship aspects and information acquisition. So, the first hypothesis is confirmed at the confidence level of 99%.

Based on the second hypothesis testing, there is a positive and significant relation between entrepreneurship aspects and information exploitation. So, the second hypothesis is confirmed at the confidence level of 99%.

As the result of testing the second hypothesis, there is a positive and significant relation between information exploitation and information acquisition. So, the third hypothesis is confirmed at the confidence level of 99%.

The results of testing the research model indicated that in the structural model, the values of AGFI, CFI, NFI, RMSEA, and GFI indices are 0/98, 0/97, 0/046, 0/85, and 0/83, respectively, showing low error level in

measurement and fitness of structural model of the data. The result obtained from RMSEA, with respect to the investigated indices, is consistent with the findings of Kevin and Slovin (1991), Bruckmen and Morgan (2003), and Miller and Friesen (1989).

As shown, there is a positive and significant relation between entrepreneurship aspects and information acquisition, which is consistent with the finding reported by Bruckmen and Morgan (2003), Lumpkin and Dess (1996), and Coh et al (2007).

As mentioned, there is also a positive and significant relation between entrepreneurship aspects and information exploitation. This is consistent with the findings of the study done by Kevin and Milles (1999), Bruckmen and Morgan (2003), and Lumpkin and Dess (1996), and Coh et al (2007).

As the third finding, there is a positive and significant relation between information exploitation and information acquisition. It is consistent with the finding reported by Diamond et al (1999), Kevin and Milles (1999), and Bruckmen and Morgan (2003).

Conclusion

The research findings showed that the authorities of organizations can try to absorb, train and apply entrepreneurs in organization in order to acquire and exploit better and more accurate information leading to the increase of organization's performance.

Also, with respect to the variable effect of entrepreneurship in information acquisition, it is better to use entrepreneurs in organization in data gathering designs in order to extract information more accurately with less population and cost. Considering the variable effect of entrepreneurship in information application, it is better to make use of entrepreneurs' opinions and their strategies to promote the organization's performance. Based on the observed effect of information acquisition in information application, it should be acted with the focus on considered criteria to gather data in order to gather practically useful and constructive information.

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