

AN INVESTIGATION OF ENTREPRENEURIAL OPPORTUNITIES IN TEHRAN MUNICIPALITY

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Abstract

This research surveys the entrepreneurship opportunities in organizations. The aims of this study are evaluation of costumers' satisfaction and also, evaluation of the importance from services provided by Tehran. This research is applicable by its goal and is a descriptive one from survey branch by the type data collection and statistical population is consisted of all staff and personnel in sectors of Tehran municipality. The result showed that service systems are along with many opportunities. It is possible to provide appropriate condition for discovering potential opportunities and their favorably utilization by analyzing of existed problems. But achieving this goal won't be possible without sufficient attention to research. So, it is recommended to research and development sections in organizations and offices to be more active in discussing the problems and providing solutions to have brighter future. More studying about opportunity, effective factors on discovering of opportunity and development of an idea and serious utilization of results from researches related to various organizations in order to study existed entrepreneurial opportunities and Holding festivals related to discovering the best entrepreneurial opportunities and performed successful projects related to them, suggestions that can be effective on optimization of research activities.

Keywords: Entrepreneurship Opportunities, Creation of Electronic File, Creation of Mechanized System, Waste Disposal, Multitasking Groups

Introduction

Economic development of modern world is based on innovation, creativity and knowledge-orientation. Economy which is based on knowledge is knowledge-oriented economy. In modern world, economic power and empowerment is based on knowledge and scientific teachings and wealth which is acquired based on knowledge of economy is undoubtedly eternal. Countries which provide knowledge more than others are developed industrially and have great economic and political power. Entrepreneurship studies done by researchers are categorized in 3 groups: entrepreneurship opportunities, entrepreneurs and entrepreneurship environments.

Problem Statement

Today, human being faces on one hand with issues such as necessity of increase in productivity, increase in quality of services, cost reduction and the time of offering services in all fields and on the other hand with increase in expectations, change of customers' tastes and special complexities of life in modern era. This is while population growth and relative constancy of jobs and professions caused economists and sociologists to pay attention to creation of modern opportunities.

Entrepreneurship has some positive and valuable consequences which lead to actualize creativities, innovation and its development, increase in self-confidence, creation and

development of technology, wealth production in society and increase in public welfare and if only its employment aspect is not considered, we can utilize its favorable consequences.

In our country, despite micro and macro policy makings and because of old substructures, economic problems and some policy makings, unfortunately in most cases there is no possibility for accelerating the services. Tehran municipality is in a modern and competitive atmosphere due to its age, extent and diversity of special service providing and according to economic autonomous system and looks for recognition of existed potential opportunities in order to actualize them; so, this research seeks to recognize and study entrepreneurial opportunities in Tehran municipality.

Importance and Necessity of Research

Although entrepreneurship is known as the most important economic change in modern era which has helped present economy depression by means of creativity, ambition, specialty of entrepreneurs however it is not possible to achieve success without essential attention and accuracy in recognition, discovering and creation of opportunities. According to Gaglio and Katzh reasoning, understanding of the process of opportunities recognition is of first issues in entrepreneurship field and this matter makes it possible to create timely strategies as a modern attitude.

Healthy investment markets and existed opportunities in them make entrepreneurs able to not only solve the problems also provide fields for profitability and constructive competition by means of utilizing creativity and noticing the gap in market in order to improve the quality of offered services and products and cause employment of workforce by modern thoughts.

Although entrepreneurial opportunities make entrepreneurs unreliable so much but whether they are correctly recognized and favorably utilized, they have high economic, social, political and cultural value. Totally, people whom pay more attention to maintenance of public interest, look for entrepreneurial and risky opportunities.

Research Objective

The main objective of this research is to study entrepreneurial opportunities in Tehran municipality.

According to this, there are some subsidiary goals:

1. Evaluation of costumers' satisfaction from services provided by Tehran municipality.
2. Evaluation of the importance of services provided by Tehran municipality.

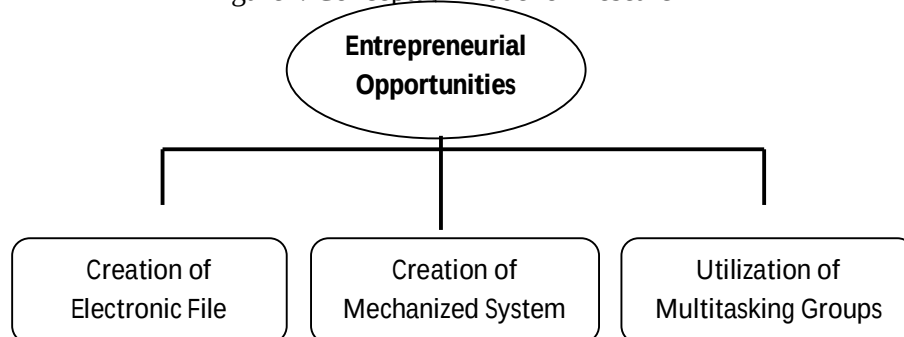
Research Hypotheses

1. Creation of electronic file, an entrepreneurial opportunity in Tehran municipality.
2. Creation of mechanized system for waste disposal, an entrepreneurial opportunity in Tehran municipality.
3. Utilization of multitasking groups in different sectors, an entrepreneurial opportunity in Tehran municipality.

Conceptual Model of Research

Conceptual model provided in figure below is designed according to known models in recognition of opportunity and field of possible entrepreneurial opportunities in Tehran municipality and due to problems. In this model, creation of electronic file, creation of mechanized system for waste disposal and utilization of multitasking groups in different sectors are introduced as opportunities that can provide modern services in Tehran municipality for customers and are able to optimize the quality of prior services.

Figure1. Conceptual Model of Research



Research Background

- I. The first research is named as “three attitudes about entrepreneurial opportunities” and is done by Sara Savati and Venkataramen in Washington University. Researchers believe that individuals might face with opportunity according to three processes: recognition, discovering and creation of opportunity. In each view, definition of opportunity, focus, method, performance sphere, distribution of components of opportunity, hypotheses about information, hypotheses about expectations, management of unreliability, meaning of success, type of competition and results of each attitude are different from each other.
- II. The second research is related to Li and Venkataramen which is named as “tendencies, market supply and following entrepreneurial opportunities” and is done in South Korea and USA universities. Findings of this research show that researchers have used a theoretical framework and due to this state that when there is a gap between supply of market and tendencies of an individual, people will look for entrepreneurial opportunities.
- III. In another research named as one theory for determination of entrepreneurial opportunities and their development, Ardichvili, state that it is necessary to act according to a theoretic framework for studying the opportunities. In addition, they mention 5 important factors which process of recognition and opportunity development is based on:
 - Entrepreneurial intelligence
 - Asymmetric prior knowledge and information
 - Social networks
 - Characteristic features
 - Type of opportunity
- IV. Another research which is named as creativity, a related key to entrepreneurial behavior is done by Stephen and Butler in Hong Kong and Hawaii universities. They believe that having strong information, developed social networks and strong focus on determination of opportunities is necessary for moving toward entrepreneurial behavior.
- V. Holecomp, in a research named as origin of entrepreneurial opportunities, mentions the role of research and development in achieving entrepreneurial opportunities and know it as an factor for correct understanding of opportunity.
- VI. Another research is an applicable model done by Hukebert in 2006 as “a model for studying entrepreneurial opportunities of workshop”. This researcher states that all opportunities should be written in a table in order for studying them; then they should be rated. Points should not be the same. Start from low to high ranking. In this way, we

need to know the method of research and the method of studying ideas. Studying ideas include reviewing the ideas.

- VII. Next research is done by Prof. Lind Mark from Sweden as “levels of entrepreneurial opportunities”. Its methodology is according to focusing on problems in order for utilization of entrepreneurial opportunities. According to his researches, most of the jobs and new opportunities immerse at the level of social services because problems related to this level are more.

Research Methodology

This research is applicable by its goal and is a descriptive one from survey branch by the type data collection.

Statistical Population and Statistical Sample

In this research, statistical population is consisted of all staff and personnel in sectors of Tehran municipality.

Sample Size and Sampling Method

As data of this research is qualitative, determination of sample size is affected by factors such as standard deviation, confidence level, accuracy of estimation, the quantity of individuals in population and success percentage in the society which is the most important one and p equals with 0.5 in this research.

After designing the questionnaire, it was distributed among 230 staff in Tehran municipality. Then information acquired from questionnaire is given to software SPSS and is analyzed. As statistical population was limited, the formula of determining sample size in limited population was used in order to calculate real quantity of “ n ” which is quantity of statistical sample.

Also, as some criteria were specialized, two groups of high-level staff and personnel working in various sections were examined and each questionnaire is such as a closed interview for samples. Interviewees were guided in cases they need help. Also, due to the topic of second hypothesis, most of the samples were selected from sections which produce more wastes because they have more information about waste disposal.

Totally, 224 questionnaires were distributed, 100 among high-level staff and 130 among personnel working in other sections. 98 questionnaires were collected from first group and 113 from the second one and finally 211 questionnaires were studied and analyzed.

Data Collection Tools

Data was collected by library, internet search and field (questionnaire) method. The main tool for data collection was questionnaire because the number of samples was so much. Likert five-point scale was used in order to design the questionnaire and each respond was scored in this scale.

Validity and Reliability Research Tools

Cronbach’s alpha coefficient was calculated for this research by means of software SPSS_{win.15} which was 70.9 for the first hypothesis, 73.2 for the second hypothesis and 76 for the third hypothesis, in a sample containing 60 individuals. It indicates that questionnaire of this research is properly reliable.

Data Analysis Methodology

In this research, mean tests, Friedman variance analysis and t -test were used for studying and analysis of data collected. Also descriptive statistic was used for studying features and characteristics of statistical population.

Mean Test of a Statistical Population

This test was used for studying the main hypotheses of research (descriptive hypotheses) i.e. recognition of entrepreneurial opportunities.

According to mentioned rules, statistical hypotheses for population's mean will have one the definitions below regardless of the research hypothesis:

$$1) \begin{cases} H_0: \mu_x \leq \mu_0 \\ H_1: \mu_x > \mu_0 \end{cases} \quad 2) \begin{cases} H_0: \mu_x \geq \mu_0 \\ H_1: \mu_x < \mu_0 \end{cases} \quad 3) \begin{cases} H_0: \mu_x = \mu_0 \\ H_1: \mu_x \neq \mu_0 \end{cases}$$

In equation above, H_0 can indicate the claim or its opposite. Also, μ_0 is the mean examined.

Friedman Test of Variance Analysis

In this research, Friedman variance analysis was used for ranking three opportunities in the main hypothesis and sub-opportunities in each hypothesis in order to determine strength and weakness factors.

Test of Mean Comparison between Two Statistical Populations

This test is used for comparing the opinions of high-level staff and personnel working in other sectors about research variables i.e. entrepreneurial opportunities.

Statistical hypotheses are derived from research hypothesis and are opposite of it. Due to research hypothesis and its opposite, statistical hypotheses will have one of the definitions below:

$$1) \begin{cases} H_0: \mu_1 \leq \mu_2 \\ H_1: \mu_1 > \mu_2 \end{cases} \quad 2) \begin{cases} H_0: \mu_1 \geq \mu_2 \\ H_1: \mu_1 < \mu_2 \end{cases} \quad 3) \begin{cases} H_0: \mu_1 = \mu_2 \\ H_1: \mu_1 \neq \mu_2 \end{cases}$$

Data Analysis

In this part, in order for analysis of data collected, descriptive statistics which studies demographic variable of research including education, work experience, gender, education and organizational positions, is at first considered. Then, analytic statistics is noticed. In order to study the acceptance or rejection of existence of opportunities (for studying the situation of satisfaction from criteria related to each hypothesis) mean test of statistical population and Friedman test of variance analysis were used for ranking components of dependent variable and also test of mean comparison between independent statistical populations was utilized for comparing attitudes of two groups about opportunities.

Descriptive Statistics of Demographic Variables

In this research, according to information, 87.8% of respondents were between 20-40 years old. 38% of them were women and 60.6% were men which indicates that large number of respondents were men. 67.1% of respondents had work experience less than 10 years and 31.9 % of them more than 10 years. 53.1% of respondents had organizational position in other sections and 46% of them included high-level staff. So, it can be said that individuals in sample were approximately the same from distribution of organizational position. 46.5% of respondents had diploma, 45.5% had Bachelor degree and 7% had Master degree.

Opportunity Formula

Opportunity formula is given below:

$$[(\text{satisfaction} - \text{importance}) + \text{importance}] = \text{opportunity}$$

As Likert five-point scale is used in this research, it can be said that the most and the least point for opportunity is 10 and -5, respectively.

$$(5-0) + 5 = 10$$

$$(0-5) + 0 = -5$$

2.5 is average of -5 and 10 and if criterion score was greater than 2.5, it will be considered as opportunity criterion.

2.6

Descriptive Statistics of Research Hypotheses

Tables below show the figures related to mean and standard deviation of three hypotheses:

Table 1. mean and standard deviation related to three variables as opportunity.

Variable	Number	Mean	Standard Deviation
Creation of electronic file	211	6.3439	1.28892
Creation of mechanized system for waste disposal	212	6.4387	1.34686
Utilization of multitasking groups	213	7.1847	1.02219

Among mentioned variables as an opportunity, the greatest ($\mu = 7.1847$) and the least ($\mu = 6.3439$) mean is related to variables utilization of multitasking groups and creation of electronic file, respectively. It can be concluded that despite the difference between quantities of mean, it is greater than 2.5 in three variables. So, it is possible to consider three variables as an opportunity.

Inferential Statistics

Variable	Mean = 2.5 ($\mu = 2.5$)					
	t-Quantity	Quantity	Sig. Number	Mean Difference	95% Confidence Interval for the Difference	
					Max. Limit	Min. Limit
Creation of Electronic File	43.320	210	0.000	3.84394	3.6690	4.0189
Creation of Mechanized System for Waste Disposal	42.579	211	0.000	3.93868	3.7563	4.1210
Utilization of Multitasking Groups	66.886	212	0.000	4.68466	4.5466	4.8227

As significant number is less than 0.05 and also two maximum and minimum limits are positive so it can be concluded that H_0 is refused and the hypothesis in contrast with (H_0) is accepted by 95% confidence interval which means, mean quantity is greater than 2.5 for three hypotheses and three of them are considered as an opportunity.

Research Findings

In this research, entrepreneurial opportunities were studied and it was attempted to recognize and evaluate entrepreneurial opportunities which were not utilized before according to existed problems, evaluation of satisfaction from services, and studying the importance of offering each service. Review of results was done in spheres of inferential and descriptive statistics. Due to findings from these tests, results below can be mentioned about research hypotheses:

First hypothesis: there was no satisfaction from criteria mentioned, all of them are really important, all considered as an opportunity and among situation of opportunities related to criteria of first hypothesis there is a significant difference in their priority. The order of criteria prioritization is given below:

1. Easy access to records, statistics and information related to customers.
2. Space occupied for archiving customers' records.

3. Protecting the information related to customers' records.
4. Time spent by customers for doing their tasks.
5. Time spent by staff for doing customers' tasks.

Second hypothesis: there was no satisfaction from criteria mentioned, all of them are really important, all considered as an opportunity and among situation of opportunities related to criteria of second hypothesis there is a significant difference in their priority. The order of criteria prioritization is given below:

1. The manner of waste disposal at workplace.
2. Appearance of workplace and sectors.
3. Clean and healthy sectors and the environment.
4. Healthy workplace.
5. The manner of cars' commute for waste carriage.

Third hypothesis: similar to previous hypotheses, there was no satisfaction from criteria mentioned, all of them are really important, all considered as an opportunity but among situation of opportunities related to criteria of third hypothesis there is no significant difference in their priority. It seems that mentioned criteria had similar importance from respondents view.

Conclusion

As it is mentioned in literature of research, Shin and Venkataramen believe that entrepreneurship opportunity is considered as any occasion in which it is possible to provide products, services, raw materials, market and modern organization methods. In this research, it was attempted to utilize services and modern organization methods for using entrepreneurial opportunities which were not utilized before by studying existed situation. So, it is possible to conclude about acceptance or rejection of research hypotheses by means of model and due to existed statistical results about satisfaction and importance of criteria related to each hypothesis and according to tests:

- Creation of electronic file is an entrepreneurial opportunity in Tehran municipality.
- Creation of waste disposal system is an entrepreneurial opportunity in Tehran municipality.
- Utilization of multitasking groups in different sectors is an entrepreneurial opportunity in Tehran municipality.

By ranking three opportunities, the highest average of rate is related to third opportunity and then there are second and first hypotheses, respectively. Due to results, it seems that utilization of multitasking and modern groups is most important from respondents' point of view. It is necessary for officials in Tehran municipality to act for utilization of modern facilities and equipments due to required facilities and specialties.

Also, "Mazika" believes that immerging of opportunities is possible if there is the necessary interaction between tendency, need, resources and capability of entrepreneur. According to existed situation, it seems that these four factors are related to each other and there is an interaction between them which makes it easy to utilize the opportunities. On the other hand, entrepreneurial process is considered as a framework which has four aspects of "entrepreneur, environment, organization and process" and so, this research, has studied spheres above. According to statistical results, it seems that Tehran municipality will have sufficient preparation for establishment of suggested opportunities.

Research Suggestions

Totally service systems are along with many opportunities. It is possible to provide appropriate condition for discovering potential opportunities and their favorably utilization by analyzing of existed problems. But achieving this goal won't be possible without sufficient attention to

research. So, it is recommended to research and development sections in organizations and offices to be more active in discussing the problems and providing solutions to have brighter future. Also, suggestions below can be effective on optimization of research activities:

1. More studying about opportunity, effective factors on discovering of opportunity and development of an idea.
2. Serious utilization of results from researches related to various organizations in order to study existed entrepreneurial opportunities.
3. It is possible to consider opportunities from different angles by interviewing professors and experts working in various productive and service sections and by asking user of services and products for their opinions. Sometimes existed conditions can be improved qualitatively and quantitatively by creating new opportunities.
4. Holding festivals related to discovering the best entrepreneurial opportunities and performed successful projects related to them.
5. Providing a database related to existed and suggested opportunities from different offices, foundations and organizations.
6. Allocating one part of budget related to research in order for studying probable opportunities existed in organizations.
7. Allocating one part of costs from performance of opportunities suggested by productive and service institutes, by government after doing essential studies.

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