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The Role of Environmental Factors in Entrepreneurship Development in the Public Sector

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Abstract

The purpose of this study is to study the role of environmental determinants in entrepreneurship in the public sector. This is an applied and descriptive-correlation study. The statistical population is Tehran Municipality's employees and clients. A sample of 220 municipal employees and a sample of 200 citizens were selected to evaluate the role of environmental factors in entrepreneurship and municipality's performance (citizen satisfaction) respectively. Questionnaires were used for data collection and the data was analyzed using regression and structural equation model. The findings showed that environmental determinants have different effects on entrepreneurship. Legal constraints, political interventions, short-term time horizon, power distance, uncertainty avoidance, Fatalism, individualism, were negatively associated with entrepreneurship and entrepreneurship are hampered. Public visibility (media attention), competition and technology were positively associated with entrepreneurship and incentives entrepreneurship. Finally, public entrepreneurship has a positive relationship with public sector performance (satisfaction of citizens) and will lead to its improvement.

Keywords: entrepreneurship, environmental factors, municipal, performance, public entrepreneurship.

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The Impact of Entrepreneurial Orientation on Performance of Banks with Emphasis on the Role of Market Orientation as Mediator

(Case study: Public and Private Banks of Guilan Province)

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Abstract

Entrepreneurship as a new phenomenon in the economy, in a broad and multi-way interactive orientation, plays a decisive role in improving the performance of organizations. This research is applied and descriptive. The purpose of this study was to evaluate the effect of entrepreneurial orientation on performance of banks considering market orientation as a mediator between these two variables. To this end, three hypotheses were formulated. To gather the necessary data to test the hypothesis, a standard questionnaire containing 37 questions in 11 aspects was distributed among 234 executives of public and private banks in Guilan province. Factor and path analysis were used to analyze the data and test the hypotheses. While confirming the impact of market orientation on performance, the results also showed that there is a significant relationship between entrepreneurial orientation and performance directly and indirectly (through market orientation) and market orientation has a major impact on this relationship.

Keywords: entrepreneurial orientation, market orientation, performance.

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The Effect of Intellectual Capital on Sports Small Businesses Innovation (Case Study: Tehran City)

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Abstract

The rapid changes in sport industry urge sport investors and entrepreneurs to adopt creative and innovative approaches. In this situation, intellectual property is among the most important organizational assets and the potential success of an organization is rooted in their intellectual capabilities. On the other hand, relying on innovation, Small businesses are seeking to improve their performance and to increase their competitive advantage. The purpose of this study is to examine the effect of intellectual capital on SMEs innovation in sport industry in Tehran province. From 465 small businesses working in the aforementioned industry, 210 samples have been selected. The research method is descriptive and correlation technique has been used. The data was collected using a questionnaire and analyzed using simple and multiple regression analysis. The regression analysis showed that among different dimensions of intellectual capital, human and relational (customer) capital, have the greatest impact on sport business innovation and the structural capital is not a good predictor.

Keywords: business innovation, human capital, intellectual capital, relational capital (customer), small businesses, structural Capital.

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Identifying and Prioritizing Factors Affecting the Creation of Industrial Clusters Using Analytic Network Process (Case Study: Saravan Dates Industrial Clusters)

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Abstract

Approaches to economic and industrial developments changed enormously in late twentieth century. And cluster-based industrial development attracted the attention of planners and policy makers from developing and industrialized countries as a new strategy. The purpose of this study was to identify and prioritize the factors affecting the creation of Saravan Dates industrial cluster. This is an applied quantitative study and was conducted by a descriptive survey in Saravan region. Judgment sampling was used and the statistical population was 56 experts of Saravan dates industrial clusters. To identify the factors that created the cluster, library studies and a structured interview (Delphi method) were used with the assistance group of experts and to mitigate the factors, we used the software spss19. And because certain factors were interdependent with each other, the technique of network analysis was used to examine the relative importance of these factors and then they were prioritized using Super Decisions software. The results showed that geographic focus and communication between the entities were the most and the least influential factors on the creation of dates industrial cluster in this region.

Keywords: analytic network process, dates, Delphi, industrial cluster.

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Formulating Indicators of Academic Entrepreneurship in Higher Agricultural Education

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Abstract

In spite of the importance of academic entrepreneurship, universities and higher education institutions lack accurate information and measures to monitor and evaluate activities of academic entrepreneurship. Indicators of academic entrepreneurship could be used as units of strategic information for planning entrepreneurial university development. Thus, this research aimed to identify and validate a set of representative indicators of academic entrepreneurship in higher agricultural education. To that end, the Delphi technique was designed to be developed in three rounds. Finally, using AHP and TOPSIS, the five categories of indicators of academic entrepreneurship was ranked, including: (1) investment in academic entrepreneurship (9 indicators), (2) total activities of academic entrepreneurship (10 indicators), (3) performance of academic entrepreneurship (19 indicators), (4) productivity of academic entrepreneurship (9 indicators), and (5) impacts of academic entrepreneurship (16 indicators).

Keywords: academic entrepreneurship, entrepreneurship indicators, higher agricultural education, multi-criteria analysis

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**Identifying the Effective Type of Job Incentives on
Entrepreneurs' Decision Making**
(Case Study: Tehran University Science and Technology Park)

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Abstract

Many management experts believe that the decision-making is management synonymous or the most important part of it. Therefore, understanding the influencing factors on decision making is a significant issue and the purpose of the present study is to investigate the effect of career motives on entrepreneurial decision making. To answer the main question in this research, the effect of the independent variable (career motives) on the dependent variables (entrepreneurs' decision making) were tested. This is an applied descriptive - survey research which was conducted by questionnaire. The questionnaire validity and reliability were tested by content validity and Cronbach's alpha (0.729) method respectively. The Research Statistical population were 48 Entrepreneurs in Science and Technology Park of Tehran University from which 46 people responded to the questions. The results obtained from one sample T - test show that the linear career motive and expert career motive variables have a positive impact on the entrepreneurs' decision making, but spiral career motive and transitory career motive variables have no significant effect on entrepreneurs' decision making.

Keywords: career motives, decision making, entrepreneurial, entrepreneurial decision making

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Analysis of the Mechanisms of Small and Medium Enterprises (SMEs) Development in Qazvin Province

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Abstract

The main purpose of this study was to identify and analyze the mechanisms of small and medium enterprises (SMEs) development in Qazvin province. The study is an applied quantitative research. The data was collected using a descriptive-survey method. The statistical population of the study consisted of managers in charge of SMEs in Qazvin province. 93 people were selected as the sample by using proportionate stratified sampling method based on Cochran Formula. The main data-collection tool was the questionnaire. Validity of the questionnaire was approved by a panel of experts. In order to measure the reliability of questionnaire, Cronbach Alpha coefficients was used (0.94). The data was analyzed by SPSS and LISREL software. The findings indicate that financial- facilities, support, educational, management and communication mechanisms are the most important mechanism for SMEs development.

Keywords: development, mechanism, small and medium enterprises (SMEs).

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A Survey of the Impact of Entrepreneurial Marketing on Brand Performance of Educational SMEs

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Abstract

Firms must work in an environment with increasing risk and uncertainty, where organizational and economic boundaries are meant to be broken and the dominant idea is that traditional marketing no longer meets the needs of the new discipline. Instead, entrepreneurial marketing is a new and inter-disciplinary paradigm which can eliminate the shortcomings of the traditional marketing. The present study seeks to investigate the effects of different dimensions of this paradigm on brand performance of small and medium-sized educational institutions. This is an applied research conducted within the framework of a descriptive survey. The data was collected through distribution of questionnaires among the staff and customers of 70 small and medium-sized educational institutions in Shiraz, Iran. Sampling method is convenience. The conceptual model includes eight variables and seven hypotheses. SMART-PLS was used to test the model. Results show that six hypotheses were confirmed and one of them was rejected. In the present research, opportunity orientation dimension doesn't have any significant effect on brand performance. Moreover, customer orientation and risk taking dimensions were proved to have the most and the least significant effects on brand performance, respectively. Given that opportunity orientation dimension has no significant effect on brand performance, it's recommended that future studies further investigate this aspect.

Keywords: brand performance, dimensions of entrepreneurial marketing, small and medium-sized educational institutions

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The Study of Relations between Social Skill of Entrepreneurs, Market Orientation and Corporate Entrepreneurship among Knowledge-based Organizations in Tehran

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Abstract

Knowledge-based firms play a critical role in economics of developing countries. Innovation and entrepreneurship are two important factors for sustainable development of these firms. Corporate entrepreneurship and recognizing factors impacting them have become important in recent years. The purpose of this paper is to examine the relations between corporate entrepreneurship, market orientation and social skills among Iranian knowledge-based entrepreneurial organizations (KBEs). A total of 240 usable questionnaires were received from entrepreneurs and top managers. These were subjected to a structural equation modeling (SEM) analysis. The results show that social skills positively affect market orientation, and market orientation influences corporate entrepreneurship but the effect of social skill on corporate entrepreneurship was not significant.

Keywords: corporate entrepreneurship, market orientation, social skill

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Evaluation of Indexes of Entrepreneurial University with an Emphasis on Fuzzy Inference in University of Mazandaran

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Abstract

The 'entrepreneurial university' is a person able concept which defines those universities providing opportunities, practices, cultures and environments to encourage student and graduate to entrepreneurship. They are universities where entrepreneurship is institutionalized in them. Indeed, the emergence of entrepreneurial university is a response to increasingly important of knowledge in local and national innovation system and new perception of university. The purpose of the present research is to evaluate Indexes and Features of the university of third millennium (entrepreneurial university) in university of Mazandaran, with fuzzy inference analysis. The study is an applied research the data was collected using survey method. Statistical population includes 75 persons of professors, specialists and administrators in Mazandaran University. The data was collected using Entrepreneurial University questionnaire designed by Gibb (2012) and analyzed by fuzzy hypothesis test. The findings showed that indexes and features of the entrepreneurial university in University of Mazandaran including vision, mission, strategy, governance, organizational structure, multidisciplinary and trans-disciplinary, leverage, public value and stakeholder engagement, alumni, knowledge transfer, incubation, venture funding of companies affiliated with the university, internationalization, and enterprise entrepreneurship education are in not desirable level.

Keywords: entrepreneurship, entrepreneurial university, higher and education, university of third millennium.

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