The relationship organization entrepreneurship with organizational culture (A case study of staff of Poldokhtar PNU University)

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ABSTRACT: Knowledge of organizational culture in relation to entrepreneurship in universities, in addition to which will help managers to provide a suitable environment for your employees, but it provide background that officials at higher levels of the system, There are also shortcomings in the area of organizational culture and organizational entrepreneurs to be more aware of and try to eliminate these shortcomings. The aim of the present research is evaluate the relationship between organizational culture and organizational entrepreneurship among staff of Poldokhtar PNU University. Methods in this study are survey and data collection tool was questionnaire. The study population consisted of all staff of PNU university of Poldokhtar that about 150 among them as sample has been selected and interviewed. The results of this study showed that there are significant relationships between components of the organizational culture, including organizational integration and cohesion, organizational entrepreneurship, management support and reward system with organizational entrepreneurship and our hypothesis is confirmed. But there was not significant relationship between senses of organizational identity with organizational entrepreneurship statistically and does not confirm this hypothesis. The main recommendations of the study include the appropriate reward system, coordination between organization staff in all levels and Training courses In order to strengthen entrepreneurship training variables.

Keywords: integrity, organizational identity, reward systems, Support

INTRODUCTION

Universities can play major role in development of entrepreneurship, Institutionalize and create an environment to encourage innovation. Universities have an important role in this function using different ways including organizational culture, scientific research, training courses and Entrepreneurship support centers. On
the other hand, Universities can increase the area of cultural interest in entrepreneurship and reduce non-financial risks of entrepreneurial process and in the evaluation of risk – reward, Entrepreneurship is a heavier weight. Universities as a scientific base should be given to explain the social and economic issues, with exact planning and policy, on the other hand to provide support for entrepreneurs; finally entrepreneurs can take advantage of, university research results in your business. (sadeghi & et al. 2011).

Universities Due to their capacity of production and distribution of knowledge, play a basic role as entrepreneurship universities in industrial innovation and technological development. In this regard, today witnessed great changes in the university system to align more them with economic development process of local, regional and international. Therefore, the approach to the teaching and research activities is a need-oriented approach in dealing with organizations outside the university. This engagement and interaction of academic environment with businesses and organizations outside, If it is well-organized and effective mechanisms, leading to greater efficiency of human and non-human resources. Today all agree that the success of the organization, not it’s physical and technological, but also lies in the strong intangible factors of organizational culture, values and beliefs of employees. Organizational culture in the belief system of the organization is expressed, through language, signs and symbols, customs and beliefs that reflect the behavior of a belief system (Kazemi, 1994).

The aim of the present research is express the new roles and entrepreneurial Organizations, especially College Campuses, also it investigate organizational culture that have basic role to create conditions and fields of organizational entrepreneurship at universities. Sure, aware of the organizational culture of entrepreneurship at a university, in addition to which will help managers to provide a suitable environment for employees, also it provide background that officials at higher levels of the system, There are also shortcomings in the area of organizational culture and organizational entrepreneurs to be more aware of and try to eliminate these shortcomings. In the above mentioned study, this study was done in 2012 among employees of poldokhtar PNU University in order to examine the relationship between organizational culture and organizational entrepreneurship. One of the basic entrepreneurial skills that workers needs for entering the labor market and to start an entrepreneurial business is entrepreneurial skills training. Therefore, it is necessary that managers of entrepreneurial skills in universities to cover three major dimensions of entrepreneurship: before, during and after setting up a business. Before setting up a business, the entrepreneur must learn how to set up a business and its steps, and how to do teamwork and communication skills and so on. At the time of her launch, he must gain the necessary knowledge in the area of financial issues, market knowledge, management principles, policy, economics, law, business and legal knowledge. Ability to manage growth, finding new ways, to compete and maintain market success, finding new markets, including the entrepreneurial skills needed to launch a business that university should teach it's to employees should before their entering the labor market. (Moradi, 2006). Today, widespread changes the dynamics of competition caused so that intelligent organizations provide condition that they can attract, manage and maintain more creative people and entrepreneurs, to further benefit from the advantages of organizational entrepreneurship. Today, organizations can with a few creative people and entrepreneurs, and with entrepreneurial projects, overcome flexible competitors, innovative and opportunity-oriented. They must provide a condition that all employees can easily find entrepreneur spirit to his entrepreneurial activities of individuals or groups (Samadaqaei, 2003).
So to overcome the problems and threats that the organization is today, only one solution is effective, and it is a bed of entrepreneurial culture in organizations. Cultural context as an underlying factor, substrates or other necessary basis, requires for entrepreneurship that required profound changes in knowledge, beliefs, rights, customs, traditions and morality of a nation. According to the above description, And also due to lack of financial resources on the one hand and different expectations of social, economic and cultural challenges on the other hand, Organizations such as universities are forced to move toward entrepreneurship. Universities as the richest research centers, have the key role and vital in the economic, social and cultural developments of their environment, in the production of knowledge and technology. Lofty position of university in society has created new expectations and Policymakers, executives and managers are required to understand the changing needs of the world of work and employment, and their learning efficient and focused on solving the problems. And the development of creative, entrepreneurial and practical skills to meet the economic - social work and live, Balance between basic and applied research and the ability to create and deliver effective services to the community. Today entrepreneurship training Institutionalized as one of the most important and most extensive academic activities not only between subjects and courses in Bachelor and Master, But with the establishment of growth centers, students and graduates are supported up to set up their business plans in this centers (Nahid, 2009). Therefore, the present study examined the relationship between organizational culture and organizational entrepreneurship from the perspective of staffs of poldokhtar PNU University. Economists were the first that in their economic theories, explained entrepreneurship.

Entrepreneurship word were translated into English by John Stuart Mill and Entrepreneur action considered including, direct, supervise, control, and risk-taking and Venture Management and Entrepreneurship, introduced as a separate factor (Larijani, 2010). And they introduced separator factor of director and Entrepreneurship as a risk factor (Larijani, 2010). Kanytol using entrepreneur word in economic literature presents it as person that puts step at risk and unknown condition (foss 2006). An entrepreneur is someone who uses the factors of production of himself and others and the management of himself, attempts to economic productive activities (Mailer 1993).

Entrepreneurship is beyond the profession. It is a way of life. Mac Cland words:

If you plan to separate roles of people from their positions and consider only the roles, then, the entrepreneur is very broad and encompasses all human activities. Therefore, all human activities can be implemented into entrepreneurial approach (Samadaaqaei, 2003). Thompson says that process that uses the creative, to bring a new element with the new value of time, resources, risk and other factors, is entrepreneurship (Thompson, 2000).organizational entrepreneur is a person who works in a large organization as an entrepreneur. Organizational entrepreneur is a dream person who that is the performer and practical too. People that are active in the motivational and supportive environment and are key to a company's marketing and product development. Who is under a company is discovered and put into operation, products, operations and new technology. Organizational entrepreneur is a visionary person that calculates how to turn an idea into a profitable reality (Koarto & et al, 2004).

There are many similarities between organizational entrepreneurship and entrepreneurship. The difference is that entrepreneurship takes place within the organization. Its main theme is to create or develop an entrepreneurial spirit within the company whereby innovations are improved.
MATERIALS AND METHODS

In this study, method and nature, is description and survey, and the purpose, is application. Data collection method in this study has been conducted in two sections, the library and field. Harvest field was conducted using sampling and questionnaires that the unit of analysis is individual. The populations in this study are employees of Darrehshahr City that through Cochran formula, 150 of whom were selected by random sampling, and were interviewed.

Statistical analysis

Research tools were questionnaire that its validity and reliability confirmed using rings scientists and its Stability confirmed using Cronbach’s alpha.

RESULTS

In this study, organizational culture is a culture that after analysis the questions, the commitment to values and corporate culture of employees are evaluated and considered as a way of behaving, thinking and feeling. In this section, data analysis and hypothesis testing are discussed. In this study, were examined staffs of the PNU University of Poldokhtar, and after the collected questionnaires, then data compiled and analyzed in the PSS statistical software?

Table 1. Correlation coefficients between organizational culture and organizational entrepreneurship

<table>
<thead>
<tr>
<th>Variables</th>
<th>correlation coefficient r</th>
<th>significant level Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizational Culture and Entrepreneurship</td>
<td>894/0</td>
<td>000/0</td>
</tr>
</tbody>
</table>

In Table 1, according to the sig 0/01’s, we conclude that there is a significant relationship between the variables of organizational culture and organizational entrepreneurship, at the 1% level, and the hypothesis is accepted.

Table 2. Correlation coefficients between the components of the organizational culture of entrepreneurship

<table>
<thead>
<tr>
<th>Variables</th>
<th>correlation coefficient r</th>
<th>significant level Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizational integrity with entrepreneurship</td>
<td>811/0</td>
<td>000/0</td>
</tr>
<tr>
<td>Management support with organizational entrepreneurship</td>
<td>823/0</td>
<td>000/0</td>
</tr>
<tr>
<td>Reward system with organizational entrepreneurship</td>
<td>815/0</td>
<td>000/0</td>
</tr>
<tr>
<td>Organizational Identity with organizational entrepreneurship</td>
<td>039/0</td>
<td>000/0</td>
</tr>
</tbody>
</table>

In Table 2, according to the sig is 0/01, we conclude that there is a statistically significant at the 1% level between the components of the organizational culture with organizational entrepreneurship, and correlation coefficient between Organizational integrity variable with organizational entrepreneurship is 811/0, and between manage support with organizational entrepreneurship, equal to 823/0, Between the reward system with organizational entrepreneurship, is 815/0, In other words, our hypotheses are accepted. Between organizational identity and organizational entrepreneurship, is 039/0, But according to the above table, when
the significance probability between organizational identity and organizational entrepreneurship sig is 0.01, then we conclude that there is no significance relationship between its, and our hypothesis is not accepted.

DISCUSSION

Entrepreneurial skills training are one of the basic cases for entering workers to the labor market and the need to start an entrepreneurial business. Therefore, it is necessary that managers of entrepreneurial skills in universities to cover three major dimensions of entrepreneurship: before, during and after setting up a business. Universities can play major role in development of entrepreneurship, Institutionalize and create an environment to encourage innovation. Universities have an important role in this function using different ways including organizational culture, scientific research, training courses and Entrepreneurship support centers. Universities as the richest research centers, have the key role and vital in the economic, social and cultural developments of their environment, in the production of knowledge and technology. Hence, the present study examined the relationship between organizational culture and organizational entrepreneurship from the perspective of staffs of poldokhtar PNU University. Preliminary results showed that there is a significant relationship between the variables of entrepreneurship culture and organization entrepreneurship at the 1% level, the hypothesis is accepted. The findings of the study showed that there is a significant relationship between dimensions of organizational culture, namely organizational integrity, entrepreneurship, management support and organizational reward system and entrepreneurship at the university, and only there is not a significant positive relationship between components of organizational identity organizational entrepreneurship, and our hypothesis is not confirmed. The results of this study, offers the following recommendations in order to developing and promoting organizational entrepreneurship:

- Existence an appropriate reward system based on individual merit and ability, and that it notices to the individuals function.
- Training courses for the staffs of the University.
- Removing obstacles and restrictions on organizational entrepreneurship in universities.
- Study of personality characteristics of staffs to determine which staffs of university have spirit and character of the entrepreneurial.
- Interest-free loans for startup businesses and entrepreneurial for employees.
- Encourage the entrepreneurial spirit of employees.

REFERENCES