

# Entrepreneurial Attitude among Employees Contacts Fars

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**Abstract:** Background and Objective: Entrepreneurs have a vision for the future of their business there. Entrepreneurship can be a valuable strategy for entrepreneurial thinking and working in the community. Therefore, this study aimed to entrepreneurial attitude among employees Contacts Fars province. Materials and Methods: The study was a cross-correlation. The study sample is staff Contacts Fars. The sample size was determined using the formula 138 Cochran and stratified random sampling method was. Data collection for the study based on the Likert scale for all procedures. Results: Data was analyzed using path analysis in all variables, Mental thinking, social norms, entrepreneurial experience, entrepreneurial self-efficacy; risks tend to be discussed and evaluated the impact of each on attitudes to entrepreneurship. Conclusion: The results showed that Mental thinking, social norms, entrepreneurial experience, efficacy and risks are significant effect on attitudes to entrepreneurship. Based on the data obtained, we can conclude that if the environment is preparing for staff where people are free-thinking intellectual, social norms, entrepreneurial experience and have self can finally become entrepreneurs

**Key words:** Entrepreneurship, social norms, experience, entrepreneurship, risk-taking

## INTRODUCTION

Entrepreneurs are people who understand the opportunities and gaps sees. They may grasp the opportunity through tourism market (associated with the environment, the market, etc.) and connecting with people (in meetings) or look at the TV, media, and internet and ... sure, you are looking at entrepreneurs (or at Search inquisitive look realistic opportunities, hunting opportunities, etc.) is called. In this paper, as the new harvest of entrepreneurship (entrepreneurship attitude) pose. Human factor is the most important aspect of entrepreneurship and entrepreneurship in progress had a direct influence. Unfortunately, most research has focused on entrepreneurship, business start-up process (after the decision) and the decision have neglected. However, that clearly is a decision before the start-up stage. In this regard, entrepreneurial attitude can be as a prelude and factors affecting entrepreneurial behavior or the decision to create a new job as an entrepreneur and he (Azizi and Hosseini, 2006). Creation and support of small and medium enterprises is one of the main priorities of economic development programs in many developed countries has been developed and new. Small and medium enterprises in creating jobs, and provide a favorable environment for innovation and exports play an important role. Small firms are more flexible, entrepreneurial, and creative done in them. Small and medium enterprises more easily adapt themselves to the changing environment and rapidly respond faster to economic and political factors. SMEs and employment factor in attracting and training skilled labor are a large part of the population. Human resources specialist for large companies is done by small and medium enterprises. In general, in literature, psychology, attitude is entrepreneurship as one of the factors underlying the planned behavior. In other words, entrepreneurial attitude is defined as the conscious mind before practice and attitude leads towards business start-up as a target (Ajzen, 1991).

Courses can be categorized into four main categories:

- 1) Programs to raise awareness and knowledge of entrepreneurship
- 2) Programs to encourage new start-ups and established companies
- 3) Programs for the growth and survival of small companies
- 4) The effectiveness of the programs for entrepreneurship education practices. (Ahmadpoor, 1378)

Entrepreneurship characteristics are as follows:

- Self-reliance is the first characteristic of an entrepreneur. With the help of this force, the entrepreneur can pay to fight hard. So if you want to have the ability to strengthen the entrepreneur.
  - The need to do and get another feature of an entrepreneur such persons is permanently needed to create the product or service. The most simple example of its kind "in the activities of the home to the most complex tasks that may be necessary to produce a product or service.
  - Other features such individuals are risk tolerance. An entrepreneur can accept and tolerate the risk of failure. This risk may be financial or reputational or the loss of a lot of things that ordinary people in their lives.
  - Other features of this map are the need for constant progress. Even when an entrepreneur to launch economic activity does not stop, He would love to achieve new breakthroughs every day.
  - They have to look and think the purpose is night and day. Note that the focus on the goal for many people is hard work she is doing are often not think that goal.
  - Entrepreneurs are usually "high tolerance. The tolerance of the start of work and certainly" the issues that undoubtedly will occur in social or family will be drawn. Creates tolerance attractions while having that person is attracted. A simple example is that a person who does not have a high tolerance Consultants "in a state-owned company - which has high strength and viability - is working normally and without movement.
  - Entrepreneur high internal motivation is to do the job. Note that if a person is motivated to do something very strong and the motivation within it at any given moment may not be the person working it out. However, the entrepreneur within his own motivational force and live it continues to work. Compare the difference in global warming and the sun, if the sun will be cold ground, but if the ground is still warm sun will go.
- In this study, three models, such as entrepreneurial attitude theory of planned behavior Ajzen (1991), entrepreneurial event model Shapiro (1982) and Carsrud & Kruger voluntary foundation (1993), for a combination is used.

### Research literature

Today, entrepreneurship education to be one of the most important and most extensive academic activities has become. During the 1980s, university education groups in terms of features and needs of local, regional and national training programs have been designed for private and public organizations. European governments also support special activities to encourage entrepreneurship among young people that is, have created (Ahmadpoor, 1387). In the study by Mariano was carried out on mental thinking results showed that perceptions of desirability and feasibility of such a significant and positive effect (Mariano, 2006). Liban and Chen also believe that mental thinking alone cannot be effective predictors for the development of entrepreneurial behavior. They concluded in their study that mental thinking should lead to a positive attitude towards entrepreneurial activity and meaningful communication is the attitude towards entrepreneurship. In his research on attitudes and social norms also the intention to set up entrepreneurial business are significant. Their research concluded that social norms have a significant effect on entrepreneurial attitude and the social legitimacy of entrepreneurship in communities that people are much more positive attitude to carry out entrepreneurial activity (Linan & Chen, 2009), in addition, the impact of social norms on attitudes towards entrepreneurship has been demonstrated in several studies. For example, Santon, in his research concluded that social norms and significant positive effect on attitudes towards entrepreneurship. He said if the norms of society, entrepreneurial activity is consistent with positive attitude towards entrepreneurship (Santon, 2010). Shapero & Sokol stated in their study subjects with high previous entrepreneurial experience, especially if the experience is positive is likely to be favorable perceptions about the desirability and feasibility will provide entrepreneurial activity (Shapero & Sokol, 2006). In research carried out by Gorol & Astan they concluded that students who wish to become entrepreneurs, the willingness to take risks has gained higher scores of students who have entrepreneurial intention. It stated that people with higher risk attitudes tend to have stronger entrepreneurial activities. They concluded that risk tends to lead to more positive attitudes towards entrepreneurship will be (Gorol & Astan, 2006).

### Hypothesis

In this study is to examine the factors affecting entrepreneurial attitude, so on the basis of this research include:

- 1 - There is a positive significant between mental thought and entrepreneurship attitude.
2. There is a positive significant between social norms and entrepreneurship attitude.
3. There is a significant positive relationship between entrepreneurial experiences.
4. There is a significant positive relationship between self-efficacy and entrepreneurship.
- 5 - There is a significant positive relationship between risk-taking and entrepreneurial attitudes.

### METHOD

The population consisted of 276 persons, 138 of them were identified as sample stratified random sampling method. To collect data, a questionnaire consisting of two parts including individual characteristics and attitudes towards entrepreneurs. Scale all parts of the model is based on the Likert scale. To determine the validity of a panel of experts and Cronbach's alpha was used to estimate the reliability of the method. Alpha coefficient calculated for each variable of the questionnaire is as follows.

Table 1 .Cronbach's alpha values to the variables

Components	Cronbach's alpha
Attitude to entrepreneurship	0.87
Mental thought	0.68
social norms	0.69
Entrepreneurial experience	0.75
self-efficacy	0.82
Risks taking	0.81

For data analysis and hypothesis testing software (LISREL 8.50) and SPSS software was used for Cronbach's alpha coefficient.

**Findings**

**Correlation matrix**

Since the foundation of the study analyze the correlation between variables, then brought the correlation matrix variables.

Table 2. Correlation matrix of variables

Variables	1	2	3	4	5	6
Mental thought	1					
social norms	**0.256	1				
Entrepreneurial experience	**0.251	**0.258	1			
self-efficacy	**0.212	**0.356	**0.278	1		
Risks taking	**0.168	**0.284	**0.156	**0.156	1	
Attitude to entrepreneurship	**0.284	**0.258	**0.282	**0.284	**0.237	1

0.1 P < \*\* 0.05 P < \*

**Path analysis**

In this study, the effects of the research hypotheses, we use path analysis. Also in this study, interaction hypotheses in the form of their primary model and finally brought the fitted model. The following table estimates the coefficients of the direct effect.

Table 3. estimates the coefficients

Variables	Standardized parameter	Standard error of estimation	t
Attitude to entrepreneurship	**0.19	0.04	4.70
Mental thought	**0.15	0.02	3.01
social norms	**0.16	0.02	3.25
Entrepreneurial experience	**0.14	0.03	2.56
self-efficacy	**0.09	0.03	2.73
Risks taking	**0.11	0.02	2.58

0.1 P < \*\* 0.05 P < \*

**Research hypothesis**

According to the table above and the results are reported to the hypotheses of the proposed model will be discussed:

Hypothesis 1 mental thought has a direct and positive effect on entrepreneurship attitude.

Mental thought has a direct and positive effect on entrepreneurship attitude.

Social norms have a direct and positive effect on entrepreneurship attitudes.

Entrepreneurial experience has a direct and positive effect on entrepreneurship attitudes.

Self-efficacy has a direct and positive effect on entrepreneurship attitudes.

Risk taking has a direct and positive effect on entrepreneurship attitudes.

## CONCLUSION

The results show that there is a positive and meaningful relationship between Mental and utility entrepreneurial attitude among employees. This relationship can be expressed in the interpretation of such employees who are to start entrepreneurial activity due to the fact the idea of starting entrepreneurial business leaders and others about what they think and to what extent they are desirable and attractive entrepreneurial activity. When employees believe managers and employees believe that they should carry the entrepreneurial behavior, positive attitude towards entrepreneurial activity occurs in staff and this positive attitude will eventually lead to entrepreneurial behavior. The results indicate a significant positive relationship between social norms and attitudes towards entrepreneurship among employees. In the interpretation of this relationship can be concluded in entrepreneurial organizations to pay more attention and it is seen as a desirable category and for employees entrepreneur values, staff entrepreneurial activity is considered desirable and feasible. Then a positive attitude towards entrepreneurship and this positive attitude to start entrepreneurial activity and therefore more sustainable approach would be to carry out entrepreneurial activity (Muller & Mcyee, 2004). Results indicate a significant positive relationship between entrepreneurship and entrepreneurial experience among employees. In the interpretation of this relationship can be expressed, staff training courses necessary to meet businesses have completed entrepreneurship, sample entrepreneurs have participated in meetings with presence and successful entrepreneurial businesses visited entrepreneurial activity and receive favorable and attractive it may be possible to know and stable attitude and good will to start entrepreneurial activity (Rozan, 2001).

According to the study, a positive and meaningful relationship between self-efficacy and attitudes towards entrepreneurship among employees, employees believe to be self-sufficient for launching entrepreneurial activity. Its activities are possible and do not spare any effort to achieve entrepreneurial goals, the employees are expected to act with more desire to launch entrepreneurial activity actually try to work your employees do a sense of competence and self-efficacy about it, that is much more positive attitude to their self-efficacy in entrepreneurial activities (Zhao & Hills, 2005). According to the study, a positive and meaningful relationship between risk-taking and entrepreneurial attitude towards employees as employees are at greater risk and positive attitude will have to set up business entrepreneurship and to pursue activities that are likely to fail in it as a result, attitudes are more steps to become entrepreneurs (Fini, 2010).

## CONCLUSION

According to information obtained, we can conclude that if the environment in which the staff preparing the mental freedom of thought, social norms entrepreneur, entrepreneurial experience and have efficacy can eventually become entrepreneurs.

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