

Effect of Responsibility, Self-Confidence and Creativity on Trends in Social Entrepreneurship among Employees in all branches of Sepah Bank in Karaj County

Momeneh Ghasemi, Najmeh Bohlouli Ghashghaei

Abstract

This current Research has done to effect of Responsibility, Self-confidence and Creativity on Trends in Social Entrepreneurship among of the employees in all branches of Sepah Bank in Karaj County. The statistical population of this study constitutes of employees in all branches of Sepah Bank in Karaj County, and number of 140 people has been selected as the sample. It has used by questionnaire method for Data gathering. Data was analyzed by using of the SEM model (Structural Equation Model). Questionnaires validity was calculated with Cronbach α . For questionnaires of Responsibility, Self-confidence and Creativity on Trends in Social Entrepreneurship Respectively was equal to 0.878 and 0.846. All Hypotheses was confirmed in level of 0.05 confidence and the results showed that there were significant effect between Responsibility, Self-confidence and Creativity on Trends in Social Entrepreneurship. Creativity Feature had the most effect on Trends in Social Entrepreneurship and it has located in the first rank, Self-confidence Feature in the second rank, Responsibility in the third rank, Self-confidence in the third rank ,or (the end) rank has located.

Key words: ICT, Active Teaching Method, Teachers, Primary Level

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Introduction

More research has been done on the entrepreneurship, the personality characteristics of entrepreneurs and is of structural type and environmental situation that because of lack of attention to social networks (social capital), the non-economic factors have been criticized (Ulhoi, 2004). We also decided that in addition to investigate the effect Individual Characteristics on trends in Social Entrepreneurship among of employees in all branches of Sepah Bank in Karaj County and that is there any relationship between these two components or not? No doubt this interest and attention to the importance of the spirit of competitiveness is due to the economic downturn, high unemployment rate and severe fluctuations in the international cycle. On the other hand, globalization, increased competition, customer focus and Innovativeness and entrepreneurship and like this, the economy is faced with a serious challenge. This situation increases the importance of entrepreneurship in economic growth and development around the world as an inevitable reality, approved and put emphasis and indeed the eyes of most economic experts, entrepreneurs as the most important source of Innovativeness, job creation and growth and the only solution is to reduce unemployment and achieve economic and social prosperity (Robbins, Stephen, 1997). Recently, management science researchers and experts in our country, organizational measures to introduce people to the concept of entrepreneurship are done and efforts by some organizations to create and develop the culture of entrepreneurship in the society as well done. In studies done about entrepreneurship and entrepreneurs, the question is always required for entrepreneurship and how it can be institutionalized in the society and provide on the emergence of the community? Today entrepreneurship from the perspective of social scientists, a process that is located in a network of social relations, social relations can facilitate the relationship between the entrepreneur with limited resources and opportunities (Ahmadpur Dariani, 1999). Therefore, entrepreneurs felt that the inconsistent handling of the economy passing through a communications network is possible. In recent studies, scientists have concluded that the individual characteristics of social entrepreneurs play an important role in the success of entrepreneurs. Research and entrepreneurship forum, which dates back to the 1980s, it has been named the entrepreneurial revolution and this revolution is still continuing and economic openness condition in China and Vietnam collapse of the Communist bloc in Europe and the Soviet Union has helped. Inter-governmental organizations such as the United Nations have been involved in the development of entrepreneurship and various governments have to encourage entrepreneurship in the society, for example in the fields of entrepreneurship emerged America and the Government of Singapore as one of the most important jobs in the process of development of the national economy have been identified. Entrepreneurship is phenomenon that environmental conditions it is determined that Maurice and Louise believed that combination of environmental infrastructure and experience of the turmoil surrounding the environmental impact of population on entrepreneurial motivation (Maurice and Louise 1995:35) Sociological theories of entrepreneurship are investigating how the environment influences on entrepreneurship (Herli 1999 56) According to Jeffrey Timonz what is needed in a favorable entrepreneurial environment that combines the features of socio-political and educational environment, especially the cultural needs and entrepreneurship education is compulsory for the value of pure science and applied serious government support and entrepreneurship policy fosters intellectual elite training the students (Alison & Merison, 2000:62).

Research problem

In recent years, fostering entrepreneurship and small and medium enterprises has become one of the most important economic issues in developing countries of the world (Jodite, 2001). No doubt this interest and attention to the importance of this spirit of competitiveness is due to the recession, strong vibrations and high rates of unemployment in the international cycle. On the other hand, globalization, increased competition, customer focus and Innovativeness, and the like, the economy is faced with a serious challenge. This situation increases the importance of entrepreneurship in economic growth and development around the world as an inevitable reality, approved and put emphasis in fact, in the eyes of most economic experts, entrepreneurs as the most important source of Innovativeness, job creation and growth and development and the only way to reduce unemployment and achieve economic prosperity socialized (Robbins, Stephen, 1997) Recently, researchers and experts in our country, management science and organizational measures to introduce people to the concept of entrepreneurship is done and efforts by some organizations to create and develop the culture of entrepreneurship in the society as well. In studies done about entrepreneurship and entrepreneurs, the question is always what is needed for entrepreneurship and how it can be institutionalized in the society and provide on the emergence of the community? Check surrounded entrepreneurship within social structures the way for a broad perspective on entrepreneurship paves, due to the vague hints so thin that it is not carefully drawn out, the social aspect of entrepreneurship and economic phenomenon. Today entrepreneurship from the perspective of social scientists is a process that the network of social relations is changing. These social relations can facilitate the relationship between the entrepreneur with limited resources and opportunities (Ahmadpur Dariani, 1999). So entrepreneurs realize that the inconsistent handling of the economy passing through a communications network is possible. In recent studies, scientists have concluded that these individual characteristics, social entrepreneurs played a major role in the success of the entrepreneur.

Literature Review

For the first time in Iran, Mahmoud Ahmadpur Dariani in an article titled ((enterprise value, a new concept in economic development) identify the type of entrepreneur and the belief that complete their legitimate income and social gaps are filling their firms spend. He believed that, in the context of family values entrepreneurship and the growth of charity and the arrest of orphans and the poor farming finds that his actual beliefs are at the top. He for the first time since the late Hossein Ali Hamedanian, Charities institutes Hamedanian named as an entrepreneur value (Ahmadpur Dariani, 1999, 3). Hezarjaribi in (1384) conducted a study on the development of entrepreneurship in the entrepreneurial characteristics of university graduates Shiraz considered among humanities graduates. Hezarjaribi study found that students in the humanities component of entrepreneurship awareness are generally low. In a study by the Kheirandish (2015) was conducted in Darab Islamic Azad University students interested in entrepreneurship at different levels of education has been measured and the results of that research has shown that interest in entrepreneurship among students of different educational levels are different. The investigation Sexton and Boman (1991) showed that most entrepreneurs have a bachelor degree, although the study focused on the number of entrepreneurs that is higher than educational levels are added. There is no significant relationship between students with low self-efficacy tend to entrepreneurship. Students with moderate efficacy have weak relationship with entrepreneurship and students with high self-efficacy tend to have a strong relationship with entrepreneurship (Hassanpour, 1390, 130-129). Vic, Boshof and Bastar (2003) in their study concluded that there is a strong association between the entrepreneurial attitude, personality variables, and entrepreneurial attitudes are a strong predictor variables mentioned (Rezai and Rahsepar, 1388, 48). Haward (2004) in this research influenced the development of entrepreneurial capabilities and independence, self-control, confidence and daring creativity in entrepreneurship in the number of 450 employees, were placed. The result of this study indicates that there is a direct relationship between the ability and the ability of entrepreneurs (Mohammadi, Begay Nia and Safari, 1389, 19). Nabigi and Lam (2008) in his studies of graduates entrepreneurship, education and training showed that entrepreneurship education is increasingly growing in the world; but few studies on the key concepts of entrepreneurship and investment in education and training have been conducted. Jeong, Ji Cam (2008) in his research as "entrepreneurship education in Hong Kong schools, possibilities and limitations" showed that fifty percent of the subjects of entrepreneurship education in schools and eighty percent of them reported entrepreneurship education appropriate programs. The survey also shows that entrepreneurship programs in Hong Kong is very similar to the West, and the similarity of the objectives, rules, content and educational strategies.

Research Objectives

- 1-To determine the impact of Self-confidence on Trends in Social Entrepreneurship of employees in the all branches in Sepah Bank in Karaj County
- 2-To define the impact of Responsibility on Trends in Social Entrepreneurship among of the employees in the all branches in Sepah Bank in Karaj County
- 3-To investigate the impact of Creativity on Trends in Social Entrepreneurship among of employees in the all branches in Sepah Bank in Karaj County

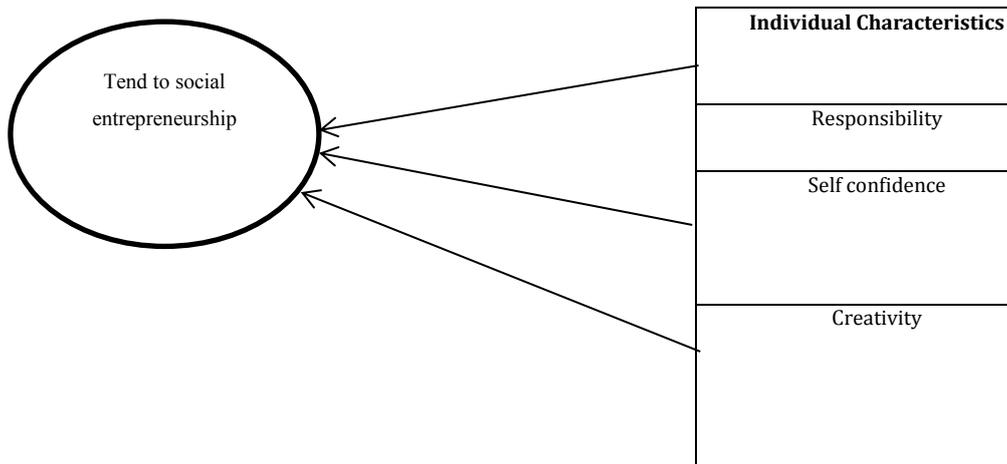
Research Hypotheses

1-Self-confidence has effect on Trends in Social Entrepreneurship among of the employees in the all branches in Sepah Bank in Karaj County

2-Responsibility has effect on Trends in Social Entrepreneurship among of the employees in the all branches in Sepah Bank in Karaj County

3- Creativity has effect on Trends in Social Entrepreneurship among of the employees in the all branches in Sepah Bank in Karaj County

Conceptual model



Source: MCKlland (1998)

Research Methodology

This study is a descriptive and in terms of nature, is applied. For the purpose of this study is functional and cross correlation in this type of analysis of covariance or correlation matrix in which the structural equation modeling SEM is used.

Testing of Research Hypotheses

First Hypothesis

There is significant relationship between Self-confidence and Trends in Social Entrepreneurship.

There is not significant relationship between Self-confidence and Trends in Social Entrepreneurship.

H0: $\rho = 0$

There is significant relationship between Self-confidence and Trends in Social Entrepreneurship.

H1: $\rho \neq 0$

Table 1: Results of the test of Pearson’s correlation coefficient between Self-confidence and Trends in Social Entrepreneurship

		Trends in Social Entrepreneurship	
Self-confidence	Pearson’s correlation		0.717
	Significance level		0.000
	Number		140

$p < **0.01$

Considering the results of above table, since the significance level is less than 0.01 and the conclusion is that the (null hypothesis) H0 is not confirmed and the H1 hypothesis based on existence of significant Relationship between Self-confidence and Trends in Social Entrepreneurship is accepted. As can be seen, in level of 99 percent there is significant and direct relationship between Self-confidence and Trends in Social Entrepreneurship, and correlation coefficient between the two variables is equal to 0.717.

Second Hypothesis

There is significant relationship between Responsibility and Trends in Social Entrepreneurship.

There is not significant relationship between Responsibility and Trends in Social Entrepreneurship

H0: $\rho = 0$

There is significant relationship between Responsibility and Trends in Social Entrepreneurship.

H1: $\rho \neq 0$

Table 2: Results of the test of Pearson's correlation coefficient between Responsibility and Trends in Social Entrepreneurship

	Trends in Social Entrepreneurship	
Responsibility	Pearson's correlation	0.744
	Significance level	0.000
	Number	140

$p <^{**} 0.01$

Considering the results of above table, since the significance level is less than 0.01 and the conclusion is that the (null hypothesis) H0 is not confirmed and the H1 hypothesis based on existence of significant Relationship between Responsibility and Trends in Social Entrepreneurship in organization is accepted. As can be seen, in level of 99 percent there is significant and direct relationship between Responsibility and Trend in Social Entrepreneurship and correlation coefficient between the two variables is equal to 0.744.

Third Hypothesis

There is significant relationship between Creativity and Trends in Social Entrepreneurship.

There is not significant relationship between Creativity and Trends in Social Entrepreneurship.

H0: $\rho = 0$

There is significant relationship between Creativity and Trends in Social Entrepreneurship.

H1: $\rho \neq 0$

Table 3: Results of the test of Pearson's correlation coefficient between Creativity and Trends in Social Entrepreneurship

	Trends in Social Entrepreneurship	
Creativity	Pearson's correlation	0.782
	Significance level	0.000
	Number	140

$p <^{**} 0.01$

Considering the results of above table, since the significance level is less than 0.01 and the conclusion is that the (null hypothesis) H0 is not confirmed and the H1 hypothesis based on existence of significant Relationship between Creativity and Trends in Social Entrepreneurship in organization is accepted. As can be seen, in level of 99 percent there is significant and direct relationship between Creativity and Trends in Social Entrepreneurship, and correlation coefficient between the two variables is equal to 0.782.

The correlation coefficient

For determining the variables associated with the review of the criteria was used Pearson's correlation

Table 4: Pearson's correlation coefficient between Research Variables

Creativity	Self confidence	Responsibilit y	Statistics	Tend to social entrepreneurship
0.782	0.717	0.744	Pearson	
0.000	0.000	0.000	significance level	
140	140	140	Number	
p <0/05*				
p <0/01**				

Considering the results of above table, since the significance level is less than error of 0.05 for Individual Characteristics (Responsibility, Self-confidence, creativity), And the conclusion is that the (null hypothesis) H0 is not confirmed and the H1 hypothesis (Research Hypotheses) is accepted, and correlation coefficient Respectively are equal to 0.744, 0.717, 0.782 has gained. All of the researches Hypotheses in this study were confirmed. For all variables path coefficient T was more than 6.18, thus all the Hypotheses were confirmed. It can be seen, there was significant effect between Individual Characteristics and its indicators on Trends in Social Entrepreneurship. The results showed that, there was significant effect between Individual Characteristics with (effect coefficient 0.74, significant number 8.92) on Trends in Social Entrepreneurship. Among of Individual Characteristics, Feature of creativity with (effect coefficient 0.76, significant number 7.93) had the most effect on Trends in Social Entrepreneurship and Responsibility Feature with (effect coefficient 0.71, significant number 6.85) in the second rank, and Self-confidence with (effect coefficient 0.63, significant number 5.68) in the third rank has located.

Conclusion

According to the findings, employees in the all branches in Sepah Bank in Karaj County in the range of individual characteristics situation are pretty good. The institutions in individual characteristics average 3.943 and SD 0.406 and significant T test has confirmed. But in terms of dimension of Individual Characteristics, Self-confidence with (Mean 4.162, and Standard Division 0.438) had the most Desirable status and in the first rank has located, Responsibility with (Mean 4.113, and Standard Division 0.582) in the second rank, creativity with (Mean 4.012, and Standard Division 0.521) in the third rank has located. Also with considering to research findings, Trends in Social Entrepreneurship and its indicators in employees in the all branches in Sepah Bank in Karaj County, the situation were pretty good. These Banks of Trends in Social Entrepreneurship had (Mean 4.257, and Standard Division 0.432).

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