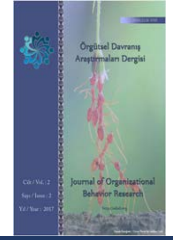




2528-9705

Örgütsel Davranış Araştırmaları Dergisi
Journal Of Organizational Behavior Research
Cilt / Vol.: 3, Sayı / Is.: S2, Yıl/Year: 2018, Kod/ID: 81S2396



STUDY ON RELATIONSHIP BETWEEN SOCIAL CAPITAL AND ENTREPRENEURSHIP WITH COMMUNICATION SKILLS OF HIGH SCHOOL PRINCIPALS OF SOWMEHSARA

Mohammad Ali SHARIFI¹, Mohammad Ali DADASHI^{2*}

¹ Scientific staff in Institute of Technical and Vocational Higher Education, Agriculture Jihad Agricultural Research, Education and Extension Organization (AREEO), Tehran, Iran,

² Assistant Professor of Economic, Social and Extension Research Department, Gilan Agricultural and Natural Resources Research and Education Center, Agricultural Research, Education and Extension Organization (AREEO), Tehran, Iran.

***Corresponding Author**

Email: m.dadashi1345@gmail.com

ABSTRACT

This research aims to investigate the relationship between social capital and entrepreneurship with communication skills of high school principals of Somehsara in school year of 2011-2012. Descriptive correlation is opted as the research model. Population of this research consists of all high school principals of Somehsara Township in the number of 126 individual and of Using Table Krjisy Vmvrqan number 95 individuals Random manner were selected. Data collection tools and information of three researchers- made questionnaire included social capital and communication skills of entrepreneurship had 20 five option question of Likert type. To determine the validity of the questionnaire, content validity method and Cronbach's alpha coefficient was used to determine the validity of the method. The results of this study demonstrate that: 1-Between the variables of social capital, social confidence, and social partnership and managers communication skills, there is significant. 2- There is significant relationship between entrepreneurship and managers communicational skills.

Keywords: Social Capital, Entrepreneurship, Communicational Skills

INTRODUCTION

Today, social capital has a major role in organizations and communities. It is as an asset that resides in the web of relationships between and among actors and collective units (Lee and Jones, 2006). In fact, collective relations, networking with agencies and organizations operating in human solidarity Baykdygrn. In the absence of social capital, other capitals are losing their effectiveness and without social capital, path of economic and cultural development are uneven and difficult. (Sharepour, 2007). There is another laudable research which has similar objectives to our paper, according to the research, it can be found out that the independent variable of social capital has a high relationship of 80.7%, that is, this variable has a positive and significant relationship with the dependent variable of inter-organizational entrepreneurship in private companies in the industrial city of Rasht. Also, the effect of this variable is 0.661% on inter-organizational entrepreneurship that indicates 66.1 percent of changes of inter-organizational entrepreneurship in private companies in the industrial city of Rasht are affected by the variable of social capital (Chegini and Zamani, 2014) Looking the way to entrepreneurship in the social structures paves a broad perspective on entrepreneurship so that draws attract to the ambiguous and less

attention paid points, that is, the social aspects of the entrepreneurship phenomenon. Social capital has recently been created some theories that are the basis for other management studies. This type of investment has an important role in entrepreneurial activities since entrepreneurs are people who are the product of their social environment, entrepreneurship is also a social activity and in the presence or absence of links and social contacts affect the nature of the business. (Alavi, 2001). Social capital is what there is within the people and in relation with people and factors such as public awareness, trust, civic participation and social solidarity are decisive impact on social relations. The mean of social capital in this research in other words is the relationship between actors (individuals, groups and organizations) and to increase the capacity to provide for mutual or shared goals. Thus social capital in the field of education can be effective on training and academic performance and plays an important role in improving the quantity and quality of our education. Strengthening social capital help the education system to achieve in its goals. (Fukuyama, 1999). Given that this research, that is, to study the relationship between social capital and entrepreneurship with communication skills of high school principals, researcher followed that with a clear definition of concepts in area of research and demonstrate their importance and performance to transform them into a measurable variables.(Mehdizadeh .2006) “has done a study entitled "Impact of managers social capital on communicational skills of Birjand Secondary School Teachers. The result of this research is as following. There is significant relationship between social capitals of managers with the communicational skills of teachers (Anderson and Miller .2002). Nojabae and Ahmadi (2014) have conducted a research which is very similar to the current research, they have found that there is relationship between social capitals with communication skills of managers. In examining first hypothesis, it found that there is significant relationship between social capital with communication skills of managers and social capital explains 16% of the variance in communication skills. In other words, social capital is able to predict the criterion variables of communication skills. Thus, it is guarantee of survival and development in a collective activity and cause to create communication skills for fertile elements in the organization. In a study entitled "The role of social participation in communication skills" concluded that social participation plays an important role in communication skills. The most recent research is devoted to the investigation of relationship between social capital and entrepreneurship, in this research it became evident that Managers with higher social capital are promoted more rapidly. Peoples who have high social capital depend on the others less frequently due to the high communication with many persons and also can control the other peoples in obtaining resources, the findings showed that there is a meaningful relationship between social capital and organizational entrepreneurship (Esgandari et al., 2015). The present study is trying to find the relationship between social capital and entrepreneurial skills with communicational skill of Sowmehsara high schools teachers. Thus, towards this goal the following hypothesis is proposed and examined.

Research hypotheses

First hypothesis: there is a relationship between social capitals with manager's communication skills.

Second hypothesis: there is a relationship between social trusts with manager's communication skills.



Third hypothesis: there is a relationship between social partnerships with manager's communication skills.

Fourth hypothesis: There is significant relationship between entrepreneurship and managers communicational skills.

The research variables

- A. The predictor variable: In this research, entrepreneurship and social capital (social trust and social participation) are the predictor variable.
- B. Criterion variable: In this study, communication skills, is the criterion variable

RESEARCH METHOD

Given the research goal in mind, this study is used a descriptive correlational method.

Statistical population

The study population is all managers of sowmehsara high schools in year 2011 -2012 in number of 126

people.

In this study, 95 managers of sowmehsara high schools were selected based on a random sampling

method and Kerjesi and Morgan table as sample.

Data collection Methods

In this study, the following method is used for data collection.

Library method

Scholar for his research has used from books, journals, theses, and the Internet to collect information.

Field research

In this study to obtain basic data a questionnaire has been used for analysis of data where collection of

information requirements have been undertaken in three parts.

1. Questionnaire of social capital contains 20 items with Cronbach's alpha coefficient of 89/0.
2. Questionnaire of entrepreneurship contains 20 items with Cronbach's alpha coefficient of 0/78.
3. Questionnaire of communication skills contains 20 items with Cronbach's alpha coefficient of 0/78.

Data and information collection tools

In this study, for data collection and information, three researcher-made questionnaires have been used:

Questionnaire of social capital, entrepreneurship and communication skills, each is containing 20 questions of five option Likert type. In order to valuation the options in the questionnaire, from very low to very high, scores of 1 to 5 are given, respectively.

Respondents were asked to comment on any of the options on very low (1 point), low (2 points), moderate (3 points), high (4 points) and very high (5 marks) are specified and the highest score 5 and the lowest score of 1 is awarded. At the end the scores are summed.

Data and information analysis methods



- A. Descriptive Statistics: In this study, the researcher calculated the frequency, frequency percent, mean and standard deviation, draw graphs and tables is developed.
- B. inferential statistics: Researcher to examine the research hypotheses is used correlation and stepwise multiple regression analysis method.

Descriptive analysis of data and information research

Statistical characteristics of variables are shown in Table 1.

Table 1. Statistical characteristic of communication skills, social capital, social trust, social participation and entrepreneurship variables

Variables	Mean	Standard Deviation
Communication Skills	76.51	7.160
Social Capital	75.80	5.305
Socila Trust	35.06	4.727
Social Participation	41.13	2.17
Entrepreneurship	77.01	8.176

The above table shows that the highest average and the lowest average are devoted to communication skills (76.51) social trust (35.06), respectively. The highest standard deviation (8.176) is about entrepreneurship and the lowest standard deviation (2.17) is related to social participation.

Inferential analysis of research data and information

In inferential statistics section, to check the hypotheses, correlation and stepwise multiple regression comparative was used.

Evaluation of research hypotheses

To check the research hypotheses, correlation and stepwise multiple regressions comparative was used which its result is presented in the tables below:

Table 2. Correlation between predictor and criterion variables

	1	2	3	4
Communication skills	1	0.395 ^a	0.354 ^a	0.494 ^a
Predictor variable	0.494 ^a	~	~	~
Social capital	~	0.916 ^a	0.547 ^a	0.243 ^a
Social trust	~	~	0.166	0.916 ^a
Social participation	~	~	~	0.647 ^a
Entrepreneurship	~	~	~	~

^a Significant level at 0.01

The data in Table 2 shows that:

1. There is a relationship between social capital and managers communication skills. (r=0.494, p=0.01)
2. There is a relationship between social trust and managers communication skills. (r=0.395, p=0.01)
3. There is a relationship between entrepreneurship and managers communication skills. (r=0.354, p=0.01)
4. There is a relationship between entrepreneurship and managers communication skills. (r=0.494, p=0.01)

In order to determine the best predictor of communication skills among the predictor variables, stepwise Regression model using is used. It is noteworthy that social capital and entrepreneurship come into the equation. The results are presented in Table 5.

Given the above results, because the calculated F of social capital variables is at significant level of

0.01 ($f(1&100)=18.418, p=0.01$). So with 99 percent confidence we conclude that there is a relationship between social capital variables with communication skills and social capital variables predicted the criterion variable of communication skills. As can be seen in the second model, The F obtained from variable social capital and entrepreneurial is at 0.01 significant level of 0.01. ($f(2&99)=12.169, p=0.01$). Therefore, with 99 percent confidence we conclude that there is a relationship between social capital and entrepreneurship with communication skills and social capital predictor variables and entrepreneurship also able to prediction of communication skills criterion variable. As can be seen in the third model, F obtained of social capital and entrepreneurship variable is at 0.01 significant level. ($f(3&98)=9.54, p=0.01$).

So with 99 percent confidence we conclude that there is a relationship between social capital and entrepreneurship and social partnerships with the communication skills and social capital and entrepreneurship and social partnerships also able to prediction of communication skills criterion variable.

Table 3. Summary of stepwise regression analysis of social capital and social participation variables.

The stepwise predictor variables	The correlation coefficient R	Squared correlation coefficient R ²	Adjusted squared Correlation coefficient ΔR^2	Standard error
1- social capital	0.494	0.244	0.240	7.443
2- social capital and entrepreneurship	0.444	0.197	0.181	7.293
3- social capital and entrepreneurship and social participation	0.480	0.230	0.206	7.180



Above results indicate that social capital variable is able to explain 16% variance ($R=0.244$). Adding entrepreneurial variables to social capital in the second step increased 4% of variance ($R=0.197$). And has been able to explain 20% variance. And with the added variable of social participation to social capital and entrepreneurship variables in the third step, added 3% of the variance ($R^2 = 0.230$) and has been able to explain 20% variance. Survey analysis of variance test for significant regression model (stepwise) are reported in Table 4.

Table 4. ANOVA test for study the significance of regression.

Step1-Statistically indicator of changes variable	Sum of squares (ss)	Degrees of freedom (df)	Mean square (ms)	f-test	Significance level of p
Step2-Regression, social capital variables remaining total)	1020.464	1	1020.464	18.418	0.0001
	5540.526	100	55.405		
6560.990	101				
Step2- social capital and entrepreneurship variables					

remaining total)	1294.673 5266.318 6560.990	2 99 101	647.336 53.196	12.169	0.0001
Step3-social capital & entrepreneurship variables remaining total	1508.624 5052.366 6560.990	3 98 101	502.875 51.555	9.754	0.0001

Table 5. Regression analysis (variables have been entered into regression equations using stepwise model).

Step- Indicator of changes source	Disaggregated regression coefficient(b)	Standard error	Disaggregated standardized regression coefficient(B)	t-test	Significance level of p
Step1-Fixed amount Social capital	33.866 0.567	0.132	0.394	4.292	0.0001
Step2-Fixed amount social capital entrepreneurship	23.430 0.494 0.210	0.133 0.093	0.343 0.211	3.698 2.270	0.0001 0.025
Step3- Fixed amount social capital entrepreneurship social participation	4.205 0.318 0.224 0.766	0.157 0.091 0.376	0.221 0.225 0.216	2.028 2.453 2.037	0.045 0.016 0.044

DISCUSSION AND CONCLUSION

H1- there is a relationship between social capitals with manager's communication skills.

In the first hypothesis was found that there is a significant relationship between social capitals with managers' communication skills and social capital can explain 16% of the variance in communication skills. In other words, social capital is able to predict the criterion variable of communication skills. This relationship was statistically significant at the level 0.01. They also concluded that there is a relationship between social capitals with managers' communication skills. In explaining these findings can be said that social capital is a set of factors and artistic techniques that create balance and harmony in the organization or institution and increases its performance. Thus guarantee the survival and development in a collective activity and make communication skills in believing the elements in the organization.

H2: there is a relationship between social trusts with managers' communication skills.

In the second hypothesis was found that there is a significance relationship between social trusts with managers' communication skills. But because of this relationship in terms of statistical correlation and predictive power is not empowered to enter the regression equation. In explaining these findings can be said that social trust provide continuity of existing elements in an organization and pave the ways to facilitate development and cultural evolution and increases communication skills ability of individuals in the organization and raise positive and desired morale of staff and can be improved human relations.

H3- there is a relationship between social partnerships with managers' communication skills.

In the third hypothesis was found that there is a significance relationship between social partnerships with managers' communication skills. Community participation will account for 23% of the variance in communication skills and are the most correlated with variables of

communication skills. In other words, social participation is able to predict the criterion variable of communication skills, and this relation is statistically significance at the level of 0.01. The result of research has coordinated with the findings of (Anderson and Miller, 2002; Clark, 2003). In explaining these findings can be said that social participation are included the ability to use collective resources for public duties that can have impact on the quantity and quality of social interactions and enhance the individuals communication skills and coordinate social forces in an organization and consolidate the collective and group networks.

H4-There is significant relationship between entrepreneurship and managers communicational skills.

In the third hypothesis was found that there is significant relationship between entrepreneurship and managers communicational skills and entrepreneurship can be explained 20 percent of the variance of communication skills. In other words, entrepreneurship is able to predict the criterion variable of communication skills and these were statistically significant at level 0.01. In explaining these findings can be said that creativity and innovation in business, empowerment education staff, creating creativity ability and innovation in there, given the social situation and build confidence in them had a dramatic effect on the communication skills of individuals and their career success. Given these findings can be expressed that the performance of managers is effective in the field of social capital and entrepreneurship over the capability of their communication skills. Therefore it is important to the social status of individuals is in desirable level because this situation influence in the entrepreneurial process and communication skills and in turn in successful and communicational career. In other words, the favorable outcome of desired social capital, creativity and innovation, training and empowering employees is creation of social trust, accountability, and participation etc. that all are the factors affecting on entrepreneurship and desirable communication skills.



References

- Alavi SB (2001) the role of social capital in development. *Tadbir journal*, 116(2): 34-70, Tehran: Aghah Publication.
- Anderson AR and Miller C (2002) Class Matters: Human and Social Capital in the Entrepreneurial Process. *Journal of Socio-Economics* 32(1): 17—36.
- Chegini MG and Zamani A (2014) The Relationship between Social Capital and Inter-organizational Entrepreneurship. *Entrepreneurship and Innovation Management Journal* 2(1):65-75.
- Clark D (2003) the Entrepreneurship University Demand and Response. *Tertiary Education Managemen*,4(1), 5–16.
- Esgandari S, Moahammadi S & Moharramzadeh M (2015) the relationship between social capital and Entrepreneurship in Exercising and Youth Administration of Ardebil Province. *Scholars Research Library* 4(5): 2105-2109.
- Fukuyama F (1999) "Social capital and civil society", the Institute of public policy George Mason University.

Lee R and Jones O (2006) the Role of Cognitive Social Capital in Entrepreneurial Learning: A Comparison of Nascent Entrepreneurs. Centre for Enterprise, Manchester Metropolitan University Business School.

Mehdizadeh I (2006) Studying the relationship between human skills of managers and their effectiveness from the perspective of Birjand city guidance school teachers. M.A Thesis, Shahid Beheshti University, Iran.

Nojabae SS and Ahmadi G (2014) Relationship between Social Capital And entrepreneurship with Communication Skills of School Managers. Kuwait Chapter of Arabian Journal of Business and management Review 3(10): 404-411.

Sharepour M (2007) Sociology of Education. Tehran: SAMT publication.

