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THE RELATIONSHIP PERSONALITY TRAITS OF MANAGERS AND THEIR ENTREPRENEURSHIP IN FACULTY AT ISLAMIC AZAD UNIVERSITIES IN SISTAN AND BALUCHISTAN PROVINCE

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ABSTRACT

Objective: present study aimed to investigate the relationship between personality traits of managers and their entrepreneurship (creativity and achievement) in faculty members at Islamic Azad Universities in Sistan and Baluchistan Province. Introduction: entrepreneurship is an approach to the use of these opportunities for greater efficiency of organization and prevention of possible attacks of threats of unstable environment through innovation and the optimal use of organizational resources and available facilities. Method: the method used to describe and investigate the relationship between personality traits of managers and their entrepreneurship (creativity and achievement) in faculty members at Islamic Azad Universities in Sistan and Baluchistan Province is descriptive and survey. Conclusion: personality traits of managers have positive and significant correlation with organizational entrepreneurship (creativity and achievement) and it is necessary to promote entrepreneurship and opportunistic personality traits among faculty members.

Keywords: *Personality Traits, Entrepreneurship, Faculty Member, Creativity, Achievement*

INTRODUCTION

Since the caveman era up to now, the change process of human life has been already influenced by the factor of change and the origin of rapid changes are science and technology, human factors and human progress, since the end of World War II is the starting point of paying attention to economic development for many countries in the world and global competition creates broad international opportunities and threats for organizations, in this global competition, those organizations and managers are successful that are industrious and dynamic and develop new methods and solutions to change and address continuous creativity and innovation.

In today's world, entrepreneurs can play a leading and effective role in today's society, today, entrepreneurs are known as the engine of economic development in the society. In fact, entrepreneurship is an approach to the use of these opportunities for greater efficiency of organization and prevention of possible attacks of threats of unstable environment through innovation and the optimal use of organizational resources and available facilities.

The entrepreneurial process and improvement of productivity at each of the organizations requires some infrastructures that one of the most important infrastructures is identification and nurture of entrepreneurship-related traits, especially among creative managers. Identifying entrepreneurial managers and paying attention to their superior and distinguished characteristics is a great advantage to grow and develop in the field of human resources. Department of Education, as one of the main organizations, requires entrepreneurial managers

who are creative and innovative because education is the most important pillar of development and progress of sports in each country. Entrepreneurship leads to creation of jobs on a large scale, so entrepreneurship decreases the problem of unemployment which is the root of many social and economic problems, entrepreneurship effectively uses resources, assets and skills that may remain useless.

Entrepreneurship improve quality of life, entrepreneurs constantly innovate and develop new goods and services and thereby enhance the quality of products and services and make life easier and more simple. In addition to the above, entrepreneurship can be considered as a factor of simulation, encouragement and a sense of competition, a factor of integrity of connection of markets, a factor of elimination of gaps and bottlenecks of market and society, a factor of transformation and revitalization of national life and a factor of innovation and smoothing the change (Ahmadpour, 2006).

The term 'entrepreneurship' was originally coined in French (Karbasi et al., 2002) and derived from the French term and word "entreprendre" meaning middlemen and/or the English term "undertake to" meaning committing (Ahmadpour Dariani, 2004). It was translated to entrepreneurship in English in 1848 by Stewartmill (Brockhous and Horwitz, 1986). A glance at the history of the concept and scope of entrepreneurship suggests that entrepreneurship was firstly raised only in the field of music and in Oxford dictionary 1987, it is defined as a director or administrator of music financial institution, it means a person who sees the provision of music entertainment (Samad Aqaii, 2003).

Creativity

Creativity is of the issues that so far, no consensus has been reached on its nature and definition among researchers and psychologists. Creativity means to create. From a psychological perspective, innovation means creating something from something else uniquely. In other words, creativity means increasing or decreasing a phenomenon and reshaping or combining it with other phenomena, objects or things.

Many people think that creativity is an innate and inherited feature that only some lucky people are born with it. Today, it has been proved that this ability is common in human beings and all the people have this talent with different degrees at birth. But, in all of these definitions, two concepts of newness and being new with the concepts of being valuable and appropriate are common in them.

Torrance says: creativity is considered as a process of being sensitive to issues, defects, finding obscure spots in the data, identifying problems, searching for solutions, guessing and formulating hypotheses about defects, testing hypotheses, changing assumptions and testing them again and finally, connecting the various elements to each other (Tasbihsazan, 2001).

In fact, some define creativity as the ability to create a new phenomenon and others define it not as the ability but as a psychological process or the processes through which valuable and new products are created. It is not necessary that the result of the creativity process is a physical object but it can be a thought, a relationship among events, an insight or more efficient of effective process and/or a new product or services. When each of them is fully expressed, it will be valuable (Glossary of Entrepreneurship, 2005).

The need for achievement

The need for achievement exists in people who are successful in entrepreneurial activities. In fact, this need stimulates people to become entrepreneurs and it guides prospective



entrepreneurs, who had established a new company, towards growth. McClelland, in his research, concludes that the need for achievement is the main motivation for economic development in the countries and it plays significant role in individuals' decision-making to being entrepreneur (Coach, 2005).

Entrepreneurs compete with their motivation and skills and they try to cope with what they have focused their energy on it carefully and properly, according to McClelland, the need for achievement is the willingness to do the work in order to succeed in the competitive positions according to high standards (Ahmadpour, 2004).

At Mississippi University in America in 2002, Jeff Brice has performed a study on the role of personality and job traits in shaping entrepreneurial decisions to obtain a Ph.D. degree. The research sample includes 833 persons, including graduated students, the students who are studying and graduate students who were making job decisions. The results of his study were: There is a direct relationship between the formation of entrepreneurial decisions with reward and encouragement, the desire for independence and profitability.

Conscientiousness, enthusiasm and commitment have direct impact on decision-making.

Financial rewards have moderate impact on entrepreneurs' job satisfaction.

There is a direct relationship between expected profit and satisfaction with rewards (Bryce, 2002).

Howard (2014), in his study, has investigated the impact of development of entrepreneurial capabilities (independence, risk-taking, achievement motivation, inner control, confidence and daring creativity) on 450 student entrepreneurs and concluded that there is a direct relationship between these capabilities and individuals' entrepreneurial abilities.

Hofstede (2013), in an international research, has investigated and evaluated the field of ambiguity tolerance in 53 countries in the world (where IBM Company has branches in). Ambiguity tolerance in the United States and Germany was 54 and 35, respectively while in Pakistan and Iran, it was 30 and 41, respectively. According to Hofstede, high score in ambiguity avoidance (which is equal to 59) indicates a low level of tolerance ambiguity in the society in Iran.

Forouqipour (2015), in a study entitled "the fields of entrepreneurship from the perspective of physical education managers and specialists and solutions", has investigated the attitudes of physical education professors, managers and experts about the fields of entrepreneurship in sport. As its result, 7 main fields of entrepreneurship in sports were identified, including: entrepreneurship in the fields of advertisement and management and planning sports, education in sports, public affairs and sports, professional championship, construction of sports tools and equipment, sport services and sport cultural affairs and each of them contains sub-categories.

Pouran Raeisi et al. (2007), in a study, have studied a relationship between personality traits of managers and entrepreneurship in health care organizations affiliated to the Tabriz University of medical sciences. The results showed that age, gender and education of staff had significant impact on their judgments about personality traits, while marital status and their academic field had no impact. The results showed that accepting the changes in manages has significant impact on organizational entrepreneurship. Totally, the results showed that there is a significant and direct relationship between personality traits of managers and organizational entrepreneurship.



METHOD

The method used to describe and investigate the relationship between personality traits of managers and their entrepreneurship (creativity and achievement) in faculty members at Islamic Azad Universities in Sistan and Baluchistan Province is descriptive and survey.

The research population includes the faculty members of Islamic Azad Universities in Sistan and Baluchistan Province. According to the statistics provided in 2016 by personal office of the department of Education in Khorasan Razavi, the number of them was 320 that 180 of them were selected as samples by random sampling method.

In order to investigate the normality of data distribution, Kolmogorov-Smirnov test was used and Levene's test was used to assess the equality of variances. Inferential statistics such as Pearson's correlation coefficient test and SPSS 21 software were used to analyzed the data (significance level was considered 0.05 ($P < 0.05$)).

Standard personality traits questionnaire developed by Moghimi and with the reliability of 0.8 and entrepreneur organization questionnaire which was researcher-made were used to collect the data. In order to determine the validity of later one, 10 professors and experts were asked to confirm its content validity and Cronbach's alpha was used to evaluate its reliability that it was estimated 0.84.

RESULTS

The results of Pearson's correlation coefficient test, the relationship between physical education managers' creativity and entrepreneurship and their organizational entrepreneurship in faculty members as Islamic Azad Universities in Sistan and Baluchistan Province

Table 1. Pearson correlation coefficient The relationship between creativity and innovation of physical education

| Source | Frequency | r | Sig. |
|--|-----------|------|-------|
| Physical education managers; creativity and innovation and organizational entrepreneurship | 180 | 0.20 | 0.001 |

According to the results, there is a positive and significant correlation between creativity and their organizational entrepreneurship in faculty members at Islamic Azad Universities in Sistan and Baluchistan Province. In other words, physical education managers' creativity and innovation can lead to organizational entrepreneurship in faculty members at Islamic Azad Universities in Sistan and Baluchistan Province.

Is there a relationship between physical education managers' perseverance and achievement and their organizational entrepreneurship in faculty members at Islamic Azad Universities in Sistan and Baluchistan Province?

Table 2. Pearson correlation coefficient The relationship between Physical education managers' perseverance and achievement and organizational entrepreneurship

| Source | Frequency | R | Sig. |
|---|-----------|------|-------|
| Physical education managers' perseverance and achievement and organizational entrepreneurship | 180 | 0.30 | 0.001 |

According to the results, there is a positive and significant correlation between physical education managers' perseverance and achievement and their organizational entrepreneurship in faculty members at Islamic Azad Universities in Sistan and Baluchistan Province. In other words, faculty members' perseverance and achievement can lead to organizational entrepreneurship in faculty members at Islamic Azad Universities in Sistan and Baluchistan Province.

DISCUSSION AND CONCLUSION

Is there a relationship between physical education managers' creativity and innovation and their organizational entrepreneurship in faculty members at Islamic Azad Universities in Sistan and Baluchistan Province?

The results showed positive and significant correlation between physical education managers' creativity and innovation and their organizational entrepreneurship in faculty members. In other words, the managers who have greater creativity and innovation, can find creative and innovative ideas in the organization, thereby, they can develop organizational entrepreneurship, because they have creative ideas and support those who provide creative and new ideas in the organization. According to Aqaii (2000), the support of manager (which is usually created in organization by creative managers) is an important factor for entrepreneurial growth in organization.

Therefore, creative and innovation are considered as important factor for the growth of organizational entrepreneurship and the organizations which have creative staff and managers, achieve more success, because in such organization, the use of creative thought is stabilized as organizational culture. For this purpose, new people who employed in organization, try to strengthen their creative thoughts and show them in organization in order to adapt themselves and stay in the organization. According to Raeisi et al. (2007), creation and strengthening the staff's creative thoughts are the factors increasing the acceptance of organizational change in them.

According to the study by Salmon (1995) and the study performed in the Mississippi University (2002), innovative and creative ideas are one of the characteristic of entrepreneur. In these studies, it was observed that such people, due to their creativity power to perform their tasks, make creative decisions and thereby, solve many organizational problems within the organization.

Is there a relationship between physical education managers' perseverance and achievement and their organizational entrepreneurship in faculty members at Islamic Azad Universities in Sistan and Baluchistan Province?

The results showed positive and significant correlation between physical education managers' perseverance and achievement and their organizational entrepreneurship in the Department of Education. In other words, if the managers can use all their power, and spend more hours on the Physical Education and their main focus in the working affairs is on the development and growth of physical education, there will be the possibility of organizational entrepreneurship and growth and the staff also use their maximum abilities to grow and develop physical education in the schools.

Howard (2014) believes that to achieve an entrepreneurial organization, people have spend more ti with complete focus on the issues of organization and redouble their efforts, because, in



the successful organizations, individuals have spent a lot of energy to develop the affairs of organization, also, Mac Lorre et al. (1999), in their study, have pointed to the issue of locus of inner control and believed that if the organization wants to use the maximum power of individuals for organizational development, its members should have the locus of inner control, because such people can focus more on the issues of organization and spend greater energy. Shahhosseini (2014), in a study, reported that, people who have locus of inner control, have more organizational commitment and will try more in order to carry out the tasks and to find new solutions to solve the problems of the organization.

So, people who spend more energy and their main focus, in addition to solving problems, is on the development of affairs of the organization, can help to entrepreneurship of the organizations provide and lead to the success of organization.

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