

Case Report

The Effects of One's Personality on Development of Organizational Entrepreneurship in Hospitals of Ahvaz city, Iran

**¹Arezoo Porrajabi Abarghooei, ²Abbas Ghavam
and ³Abbas Yazdanpanah**

¹Department of Healthcare Management, Fars Science and Research Branch,
Islamic Azad University, Marvdasht Iran

Department of Healthcare Management, Marvdasht Branch,
Islamic Azad University, Marvdasht Iran

²Assistant Professor, Department of Environmental Science,
Institute of Sciences and High Technology and Environmental Sciences

Graduate University of Advanced Technology, Kerman, Iran

Corresponding author :ghavam39@gmail.com

³Assistant professor, Department of Healthcare Management,
Marvdasht Branch, Islamic Azad University, Marvdasht Iran

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ABSTRACT

The purpose of this study is to investigate the effects of effective personality on development of organizational entrepreneurship in hospitals of Ahvaz city. According to classification of researches, this study is a practical research, according to way of collecting data, it's a descriptive-non experimental and also is a case study. Statistical universe in this study are employees and experts of 13 hospitals in Ahvaz which are chosen by using Cochran's formula, 0.05 percentage error and 278 samples for distributing questionnaire. Way of sampling is random sampling. Information related to cognitive population about employees and experts firstly were investigated and the relations between personality and development of organizational entrepreneurship were presented in a model of structural equations. Analyzing obtained data have been done by using statistical software (SPSS, LISREL). According to results of study, it is proved that personality have meaningful relations on development of entrepreneurship. On one hand, variables of competitiveness, risk taking, skill, innovative and pioneer also have meaningful relations on development of entrepreneurship.

Key words: Personality, organizational entrepreneurship, hospitals of Ahvaz city

INTRODUCTION

Organizational entrepreneurship is a system that increases innovative capacities of managers and employees in organization and makes them operational this system encourages them to determine and access to entrepreneurial goals by using development of areas and organizational units and development of products and services, detects resources and prepares them for operation

and for access to growth, production and benefit, determines the best exhibitors and customers in or out of the organization (Nasiri poor and colleagues, 2013). Entrepreneurship can also occur when a person or groups of people start a new activity and happen in an active organization that the last types are called as internal or external (in or out of an organization) entrepreneurs (

Moqini, 2005). Organizational entrepreneurship means development of competencies and chances in organization through different compositions of new resources (Moqini, 2004).

One of the aspects of organizational entrepreneurship is aspect of personal features in entrepreneurship which existed in employees of organization. Existence of personal features of entrepreneurship in an organization's employees, is an unbeatable capital that enables organization to propel towards entrepreneurship by using these abilities, easier and by investing and spending less time and cost for choosing and educating employees. Necessary condition in reaching this goal is support, creation of motivation and preparation of field for ideation and trial and error of these people (Nasiri poor and colleagues, 2013). People who have done researches about source of entrepreneurship, found that normally entrepreneurs grow in cultures and societies which values as competition, chronology, work and profit-driven are very important (Ghaem poor, 2008). Personal aspect of entrepreneurship proceeds to investigating about nature and features of entrepreneurs especially their skill in researching and distinguishing chances and need to success and prosperity (Zampetakis and colleagues, 2009. Anderson and colleagues, 2005). In hygienic and medical organizations especially hospitals, many activities and direct or indirect services are presented for customers that normally are patients, their families and students. These activities are done through separated but parallel processes and finally propel these organizations toward their goals which are presenting hygienic, medical, instructional and research services to the society (Hosseinifahrari and colleagues, 2013). Obviously, type and amount of these activities should continuously and according to changes and by organizational entrepreneurship be omitted, replaced and promoted because of growth in numbers of patients, increasing in needs and expectations of targeted groups, impressive changes in type and intensity of prevalent diseases (change in patterns

of sicknesses), change in lifestyle, increasing the age of life expectancy, specialization of affairs, growth in amounts of Medical sciences graduated, invention and usage of new technologies and the most important of all for increasing satisfaction of customers and other stakeholders. But according to this issue that most of policymakers and managers of Iran's hygienic and medical unit acknowledge on the importance and necessity of entrepreneurship in this unit, unfortunately yet they have not proceeded more to this issue and many problems and obstacles exist on this way (Ghaempanah, 2009).

To investigate personality of entrepreneurship, we can regard three aspects of sociological, personality and skill. So, investigating the effects of personality (personality) on development of organizational entrepreneurship in hospitals of Ahvaz city which have important roles in presenting services toward patients, can prepare areas of growth in these organizations. So, this article investigates the relation between effective personality on development of organizational entrepreneurship in hospitals of Ahvaz city.

1. Investigating basic concepts and theoretical principals

1.1. Investigating definitions and concept of entrepreneurship

The first step in recognizing and expressing each concept and phenomenon is presentation of a clear and obvious definition. Entrepreneurship as other proposed words in different sciences is analyzable and expressible when we can present a clear definition. With this clear definition, goals are specified. The concept of entrepreneurship is changed with developments of various sciences and different definitions from various points of views are presented and there is no unique definition for it. Totally, in definitions that have been presented about entrepreneurship, we can see differences and contradictions. But all of them are the same in this issue that entrepreneurship includes part of decision-making efficiency in operational guidance of organization. Existence of

differences in definitions of entrepreneurship represent the importance of the issue that can be investigated from different aspects and also dynamism of this issue that prepares grounds of presenting models, theories and different ideas (Ahmad poor and colleagues, 2007).

Entrepreneurship is originated from French word (Entereprenerer) which means pledge. According to definition of academic glossary of Webster: Entrepreneur is a person who pledges to organize, direct and accept dangers of an economic activity. The word of entrepreneurship has been invented in French, before the concept of entrepreneurship created as common language. In early of 16 decades, people who directed military missions, were called entrepreneurs. Thereafter, this word has been used about other dangers with applying some limitations. From 1700 AD upward, French people were used entrepreneur for governmental contractors who built roads, bridges, port and etc. (Kamalian and colleagues, 2010).

Entrepreneurs are people who observe their surroundings to finding signs of chances related to working, permanent awareness is one of their features and nothing can prevent their successes. As a symphonic bandmaster with his guidance coordinates different sounds and music, an entrepreneur also as a conductor such coordinates natural resources, facilities and human resources to accomplish the marketing; pilot of warplane that has speed and skill, an entrepreneur also in facing conditions of dynamic and changing market with his high risk taking, responds to needs of market and tries to reduce marketing (working) and has power to easily detects chances of market and becomes pioneer on the basis of growth and profitability (Moghimi, 2013).

In the following, we have mentioned to some of the most famous definitions which have been presented in last years about entrepreneurship:

Entrepreneurship in dictionary of Webster's college has been defined as: Entrepreneur is a person who pledges to organize, direct and accept dangers of an economic

activity. Bernard F. De Belidar, a French economist in early 18th century, defined entrepreneurship as purchasing employees and early materials in an indefinite cost and selling products in a cost according to agreement.

R. Cantillon, about 1730 has stated about entrepreneur as: An entrepreneur is a person who presents device of production in integrating them for production of disposable products to the market. Jean Baptiste Say, French economist in 1803 AD defined entrepreneur as: An entrepreneur is a factor who composites all productive devices and has responsibility for values of products, recycling all capitals that uses, values of payments, benefit and rent that he pays and also accepts the obtained benefit.

According to his idea, an entrepreneur is a main driving force in economic development and is engine of growth and his role is innovation or creation of new compounds from materials. Schumpeter believed the main feature of entrepreneur as "innovation" and defined obligation of an entrepreneur as "destroying creativity". He mentions in the book "theory of dynamic economy" that dynamic balance is created through innovations and entrepreneurship and these are features of a normal economy (Moghimi, 2013).

2.1 Effective personal factors on entrepreneurship

During years, researchers of entrepreneurship in response to this question that who is entrepreneur, adopted different research approaches and orientations and differently replied mentioned question. Three phases in researches related to features of entrepreneurs have been separated. According to mentioned researchers, these phases include (Ahmad poor and colleagues, 2007):

Phase 1: in this level, the main attention of researches is focused on expressing features and personal attributes of entrepreneurs and two categories of researches were formed and performed. The first category of these studies was related to expression and determination of

psychological features and attributes of entrepreneurs and the second was related to expression of features about their demographic.

Phase 2: in this stage, researchers expressed behaviors of entrepreneurs and so the mentioned researchers predicated behavioral approach to this stage.

Phase 3: in this step, researchers have found that behaviors of employees in different environments have contingency aspects and so in this step it is tried to investigate behavioral variables of employees with including environmental differences. In this stage, the approach of investigators is a contingency approach.

In addition to mentioned researchers who have proceeded to separating views related to expression of employees and their features in early 90 decades, in a same activity on 2003, Kuip&Verheul concluded that existed views about definition of entrepreneur can be categorized into two categories (Ahmad poor and colleagues, 2007).

- A. Personality approach that has relatively stable personality features which are bases of definition related to entrepreneur.
- B. Behavioral approach that on it relatively changing behavioral activities and features of entrepreneurs are the bases of their definitions and recognitions from other people (Olson and colleagues, 2005).

3.1 Literature review

Yazdanshenas (2014) in his research as “designing conceptual pattern for organizational entrepreneurship in governmental unit of Iran”, investigated condition of entrepreneurship in central offices of service organizations in Iran. According to obtained results, researchers related to reception of studied organizations don't have proper entrepreneurship conditions and to correcting this condition, internal and external factors should prepare necessary conditions in supporting entrepreneurship behaviors and activities and in his investigation has detected different reductions and presented suggestions in

correction and growth of organizational entrepreneurship and according to findings of study, has presented a pattern for relations between internal and external factors and organizational entrepreneurship in governmental unit of Iran. Rezayi (2014), in his research as “the effects of mental capital variables on organizational entrepreneurship of consulting services, technical and agriculture engineering companies of Zanjan “ investigated the effects of mentioned variables on organizational entrepreneurship of consulting services, technical and agriculture engineering companies. According to findings of the study, increasing in mental capitals of companies leads to reinforcement and development of organizational entrepreneurship of agriculture services companies.

Abdolelahi and Hamidzade (2014) as “effective factors on organizational entrepreneurship and its role on applying marketing strategies” investigated this issue. This research proceeded to investigating effective factors on organizational entrepreneurship and its role on applying marketing strategies. Results of study indicated that factors of organizational entrepreneurship are effective in creativity and innovation, international capitals and activities of the organization. Creativity and innovation, creating capital and international activities are effective in company's brand and this brand has a direct effect on applying marketing strategies.

Williams & Shahid (2005), in their study as “formal entrepreneurship and institutional theory: explanation of different ranks related to formal entrepreneurs in Pakistan”, proceeded to evaluating various ranks of informal entrepreneurs, then analyzed asymmetry of formal and informal levels of entrepreneurship and concluded that 62% of entrepreneurs are completely informal, 31% informal and 7% formal. None of entrepreneurs were completely formal. There had been lots of asymmetries between formal and informal levels that have been created because of corruption in governmental section, taxes and superficial and

distributive injustice. Also results indicate that most of entrepreneurs were people with low income, young and uneducated (relatively). Koelewijn and colleagues (2014) in their studies as “medical entrepreneurship: case study of internal dynamism in specialized and super specialized hospitals of Netherlands”, investigated existed challenges as market's corrections, reduction of budget and the relation between managers in hospitals by using organizational theory and also analyzed dynamism in the organization in two hospitals and clinics and found that dependence to power, discontent, obligations and values among doctors, managers and also medical groups, are motivations in starting effective entrepreneurship in hospitals that have different political and economical results.

2. Assumptions of the study

Picture 1 represents a conceptual model of this study. In this, personality have been used as independent variable and organizational entrepreneurship. According to

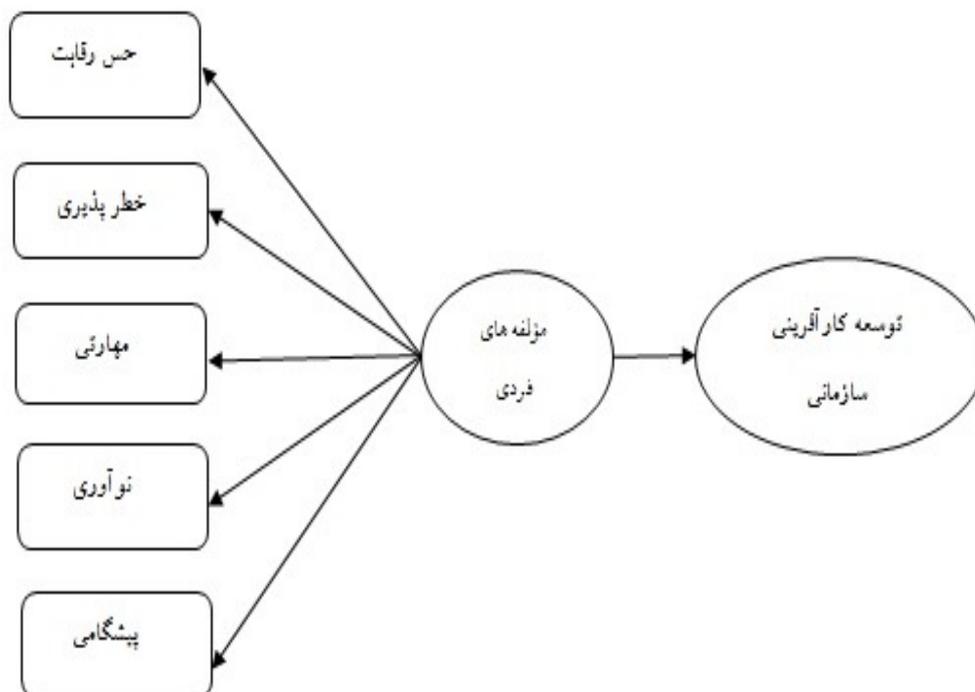
above model, the purpose of this study is to investigating following assumptions in hospitals of Ahvaz city:

Main assumption:

Personality have meaningful effects on development of organizational entrepreneurship.

Subsidiary assumptions:

1. Variables of competitiveness have meaningful effects on development of organizational entrepreneurship.
2. Variables of risk taking have meaningful effects on development of organizational entrepreneurship.
3. Variables of skill have meaningful effects on development of organizational entrepreneurship.
4. Variables of innovation have meaningful effects on development of organizational entrepreneurship.
5. Variables of pioneer have meaningful effects on development of organizational entrepreneurship.



Descriptions of figure 1:

1. Competitiveness
 2. risk taking
 3. skill
 4. innovation
 5. pioneer
- Personality => development of organizational entrepreneurship

Figure 1: Conceptual model of the study

3. METHODOLOGY

1.3 statistical universe and way of sampling

In this study, the statistical universe are employees and experts of 13 hospitals in Ahvaz that have been obtained by using Cochran's formula with 0.05 percentage error, sample size were obtained 278. Way of sampling and estimating sample size in this study were simple by using random sampling.

Table 1. Feature of demographic about respondents

Percentage	Numbers	Description	Items
53.6	149	Male	Gender
46.4	129	Female	
45	125	Single	Marital statues
55	153	Married	
6.5	18	Less than 30 years old	Age
45.3	126	31-40	
32.7	91	41-50	
15.5	43	More than 50 years old	
9	25	Diploma	Educations
27.3	76	Associate's degree	
48.9	136	Bachelor	
14.7	41	Supplementary	
9	25	Less than 3 years	Working history
25.5	71	3-5	
37.1	103	5-10	
28.4	79	More than 10 years	

2.3 Device

In this study, questionnaire was used for collecting data. To analyzing and evaluating personality, a questionnaire was used that included five aspects and 24 questions. Also, to analyzing organizational entrepreneurship, a standard questionnaire has been used which included 16 questions. Symbols of each aspects are shown in table 2.

Table 2. Symbols of study

Symbol	Variable
Competiveness	C
Risk taking	R
Skill	S
Innovation	I
Pioneer	L
Educational development	ED
Personality	IC

3.3 Validity and stability

In this study for determining validity, confirmatory factor analysis was used to analyzing relations of hidden variables with their locutions of analysis. If observed factor loading be more than 3.0, it will show that correlations between

hidden variables (aspects of each main structures) are acceptable with observable variables. Also, if indicators of analysis related to each used scales in assurance level of 5% t-value be more than 96.1, it means that observed correlations are meaningful. According to figure 2, all locutions have expected

validity. To calculating stability of the device, firstly questionnaire was applied on 30 people and then by using Cronbach's alpha, amount of this

alpha has been measured that was more than 7.0 for variables of targeted questionnaire.

Table 3. Cronbach's alpha of variables in questionnaire

Cronbach's alpha	Variables
0/841	Organizational entrepreneurship
0/869	Personality

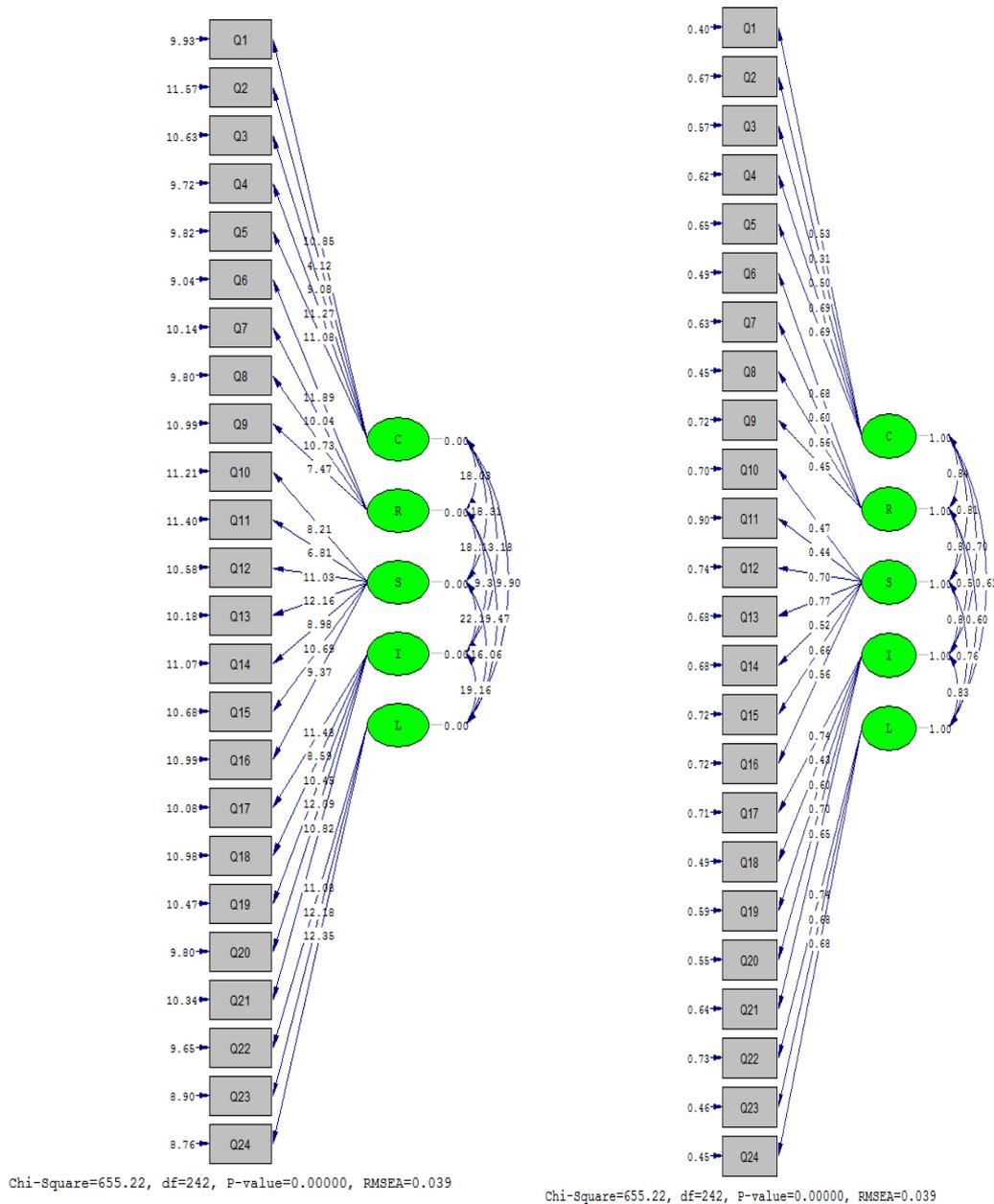
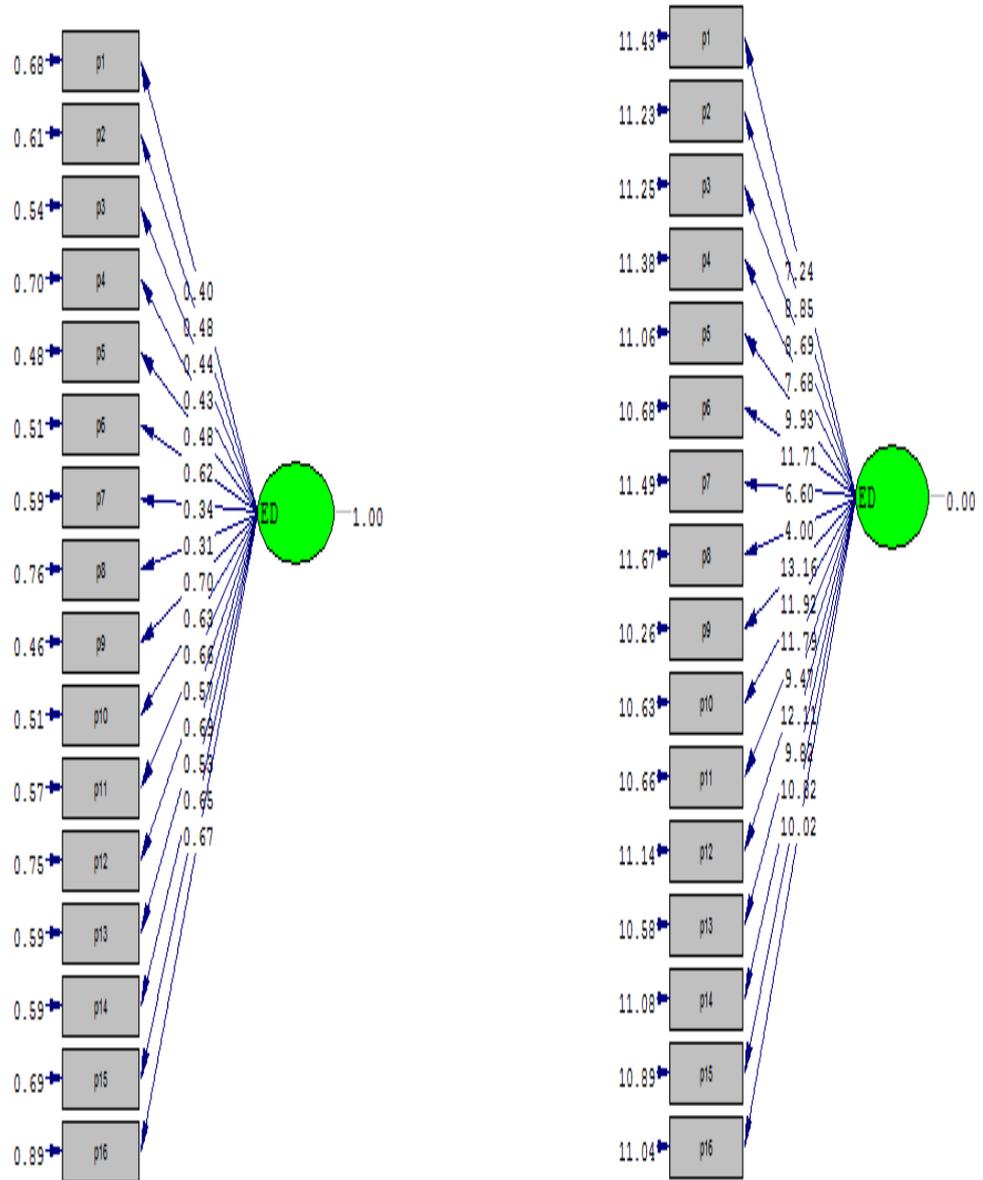


Figure 2. Standard factor loading and meaningful evidence (t-value), confirmatory factor analysis of questionnaire related to personality

Figure 3. Standard factor loading and meaningful evidence (t-value), confirmatory factor analysis of questionnaire related to development of entrepreneurship



Chi-Square=305.09, df=104, P-value=0.00000, RMSEA=0.041

Chi-Square=305.09, df=104, P-value=0.00000, RMSEA=0.041

4. Findings

The purpose of this study is to investigate effects of effective personality on development of organizational entrepreneurship in hospitals of Ahvaz city. The relations between mentioned variables were investigated by model of structural equations. In the following you can observe it.

1.4 Normality test of data

According to results of Kolmogorov-Smirnov test, meaningfulness levels of studied variables were more than 05.0 that indicated admission of zero assumption, it means that targeted variables follow the normal distribution.

Distribution of studied variables is normal.

Distribution of studied variables is not normal.

Table 4. Normality test of data

Variable	Amount of Kolmogorov-Smirnov	Condition
Competiveness	0.296	Normal
Risk taking	0.101	Normal
Skill	0.065	Normal
Innovation	0.073	Normal
Pioneer	0.136	Normal
Development of entrepreneurship	0.054	Normal

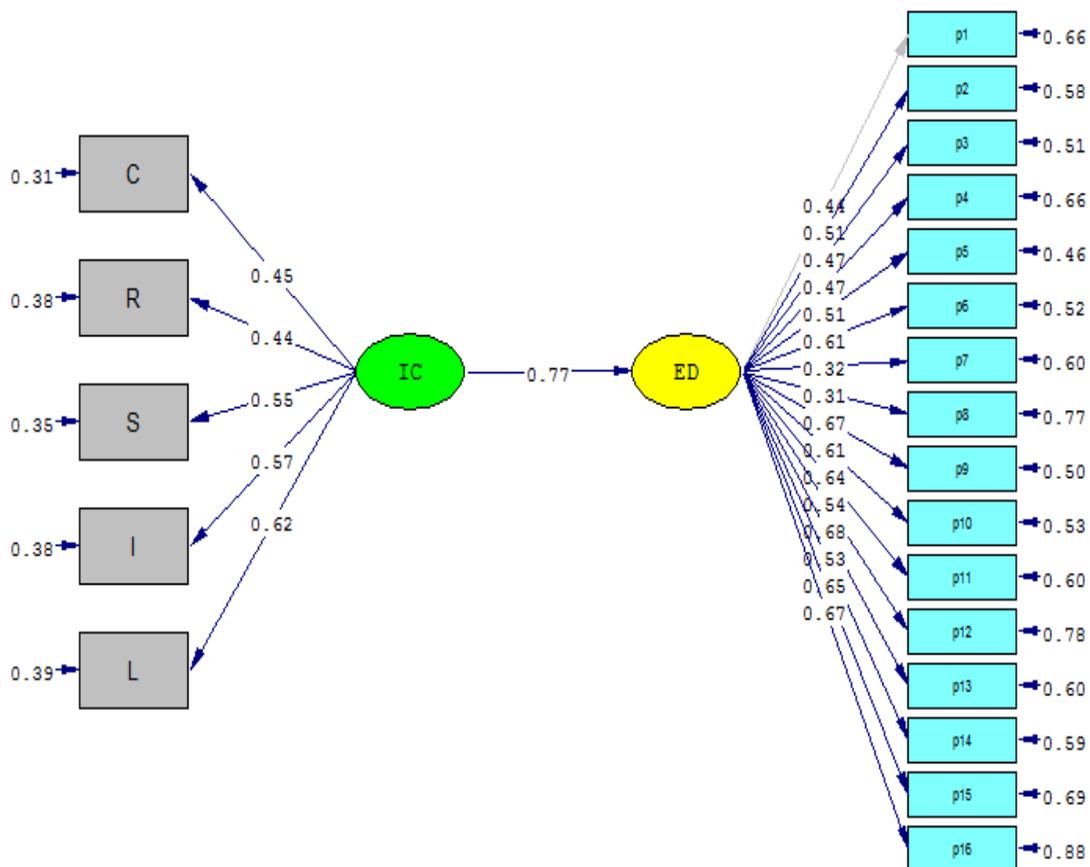
2.4 Evaluation of assumptions related to study

To investigating assumptions of the study, model of structural equations was used for analyzing relations of variable in the study.

1.2.4 Investigating main assumptions of the study

Analysis of main assumptions in this study was done by using model of structural equations. The final model is presented in figure 4 to investigating the main hypothesis of the research. This model is drawn by adoption related to output of Lisrel software.

Figure 4. Results of confirming final model of relation between variables of the research on the basis of the main hypothesis



Chi-Square=532.76, df=188, P-value=0.00000, RMSEA=0.031

Results of analyzing meaningfulness of model's data are presented in figure 5.

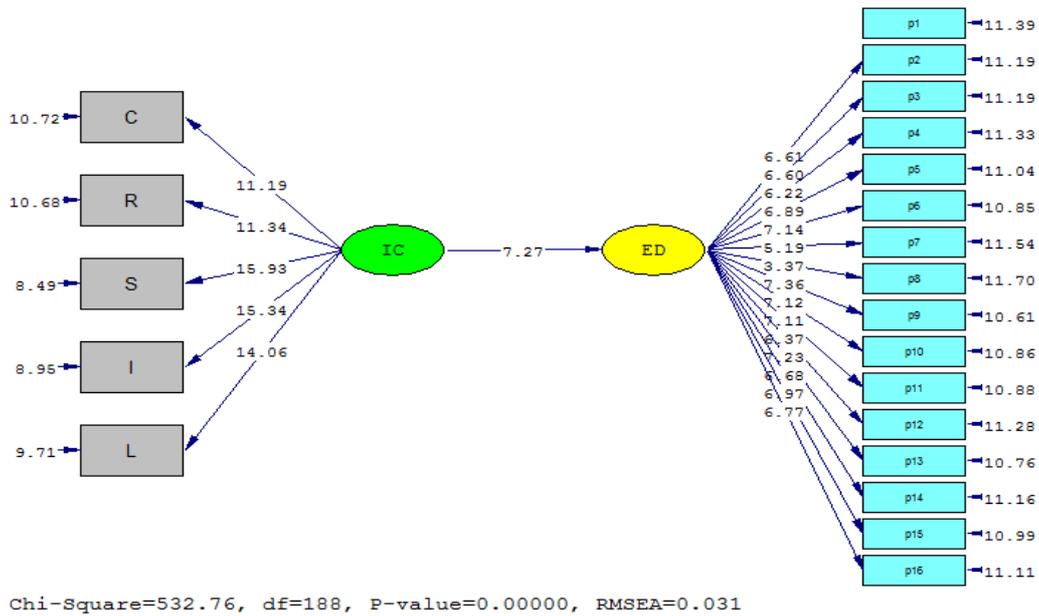


Figure 5. t-value of results related to confirming final model of relation between variables of the research on the basis of the main hypothesis.

Merit of fitness in the model

For fitness of structural model in the main model of the study, some of the indicators of merit about fitness have been used. One of the public indicators in regarding independent parameters in calculating indicators of fitness, is normal Chi 2 indicator that is measured by simple division of Chi 2 on the degree of independence in model. If this amount be between 1-5, it will be desired (Schumacher and Lomex, 1998. Clyne, 2010).

$$\frac{\chi^2}{df} = \frac{532.76}{188} = 2.834$$

Also, as the indicator of mean root of square almost equals to 0.031, the model has good fitness. Also, other indicators of merit that are placed in acceptable efficiency are observable in the following table.

Table 5. Merit indicators of fitness in structural model of main assumptions in the study

IFI	NNFI	NFI	AGFI	GFI	RMSEA	Fitness indicator
1-0	<0.9	<0.9	<0.9	<0.9	<0.1	Acceptable amounts
0.98	0.91	0.97	0.95	0.97	0.031	Calculated amounts

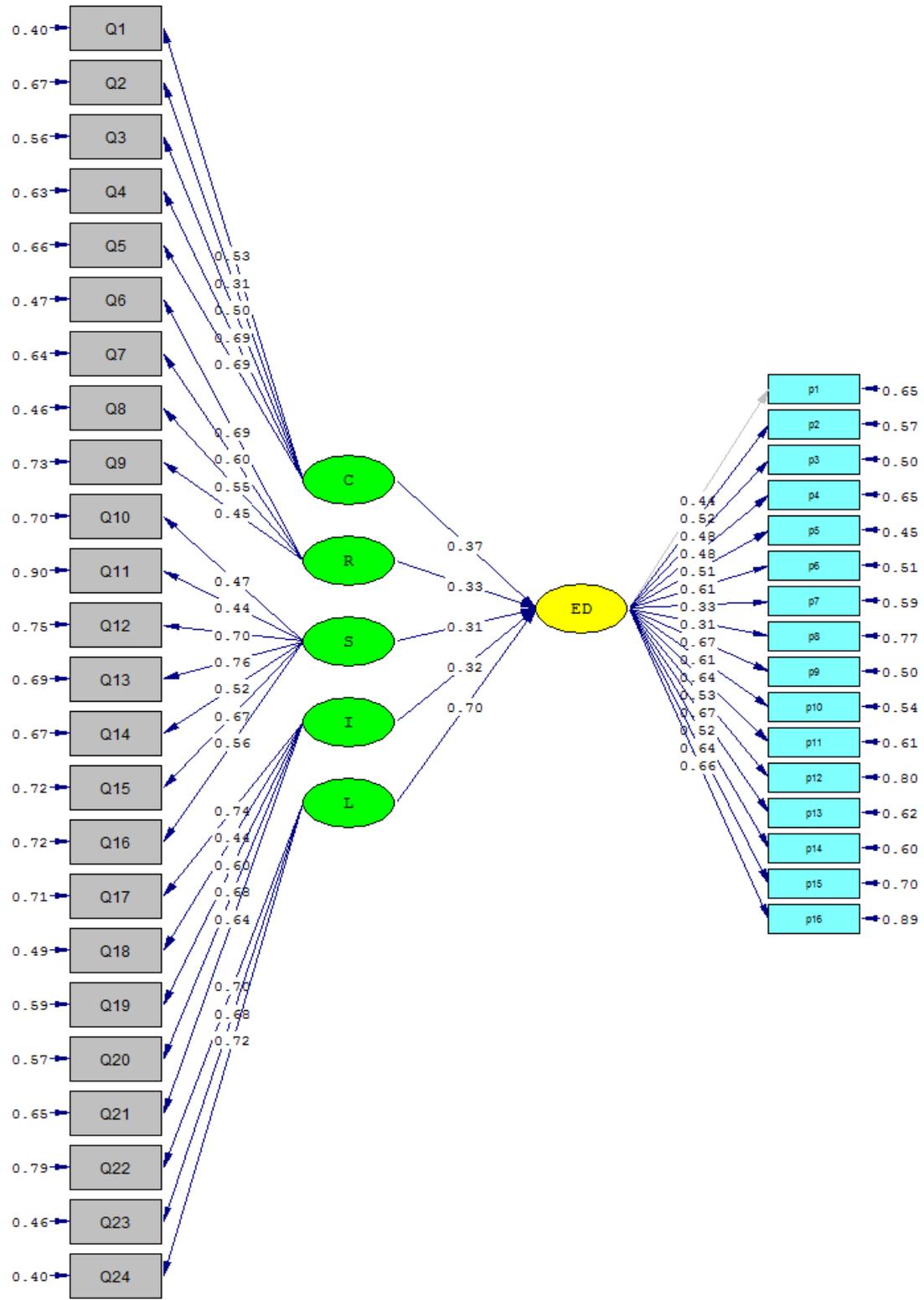
The main hypothesis: Personality have meaningful effects on development of organizational entrepreneurship.

On the basis of figures 4 or 5, power of relations between personality and development of organizational entrepreneurship was calculated as 77.0 that presents the correlation is desired. T-value of the test was obtained as 27.7 that was more than critical amount of t in 5% level of error (96.1) and indicated that the observed correlation is meaningful. So, the main hypothesis of the study is confirmed and we can say personality and development of organizational entrepreneurship have positive effects.

2.2.4. Investigating subsidiary assumptions of the research

The final model is presented in figure 6 to investigating subsidiary assumptions of the research. This model has been drawn by adoption of output in Lisrel software.

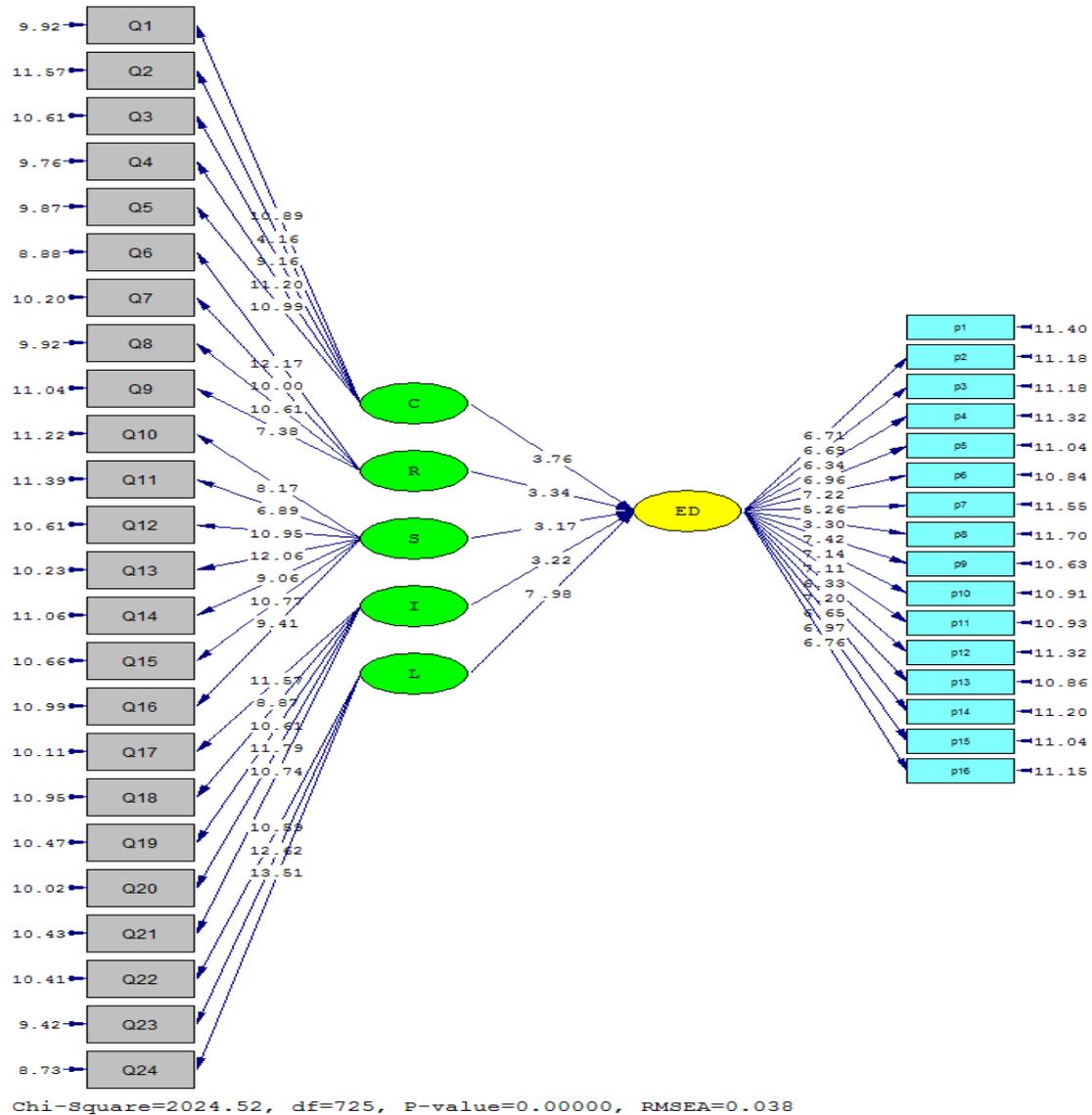
Figure 6. Results of confirming the final model of the relations between variables of the study on the basis of subsidiary assumptions



Chi-Square=2024.52, df=725, P-value=0.00000, RMSEA=0.038

Results of meaningful analysis of data have been also presented in figure 7.

Table 7. T-value of results in confirming final model related to relation between variables of the study on the basis of subsidiary assumptions



Merit of fitness related to the model

In fitness of structural model of the main model, some indicators of merit have been used. One of the public indicators in regarding independent parameters in calculating indicators of fitness, is normal Chi 2 indicator that is measured by simple division of Chi 2 on the degree of independence in model. If this amount be between 1-3, it will be desired (Schumacher and Lomex, 1998. Clyne, 2010).

Also, as the indicator of mean root of square almost equals to 0.038, the model has good fitness. Also, other indicators of merit that are placed in acceptable efficiency are observable in table 6.

Table 6. Indicators of merit related to fitness of structural model in the study

IFI	NNF I	NFI	AGFI	GFI	RMSEA A	Fitness indicator
1-0	<0.9	<0.9	<0.9	<0.9	<0.1	Accepted amounts
0.95	0.94	0.99	0.92	0.95	0.038	Calculated amounts

Results of relation between variables are observable in table 7:

Table 7. Total results of investigating assumptions of the study

Results	T. value	Beta coefficient	Assumptions of the study	
Confirmed	7.27	0.77	Personality-development of organizational entrepreneurship	Main assumption
Confirmed	3.76	0.37	Components of competitiveness-development of organizational entrepreneurship	Subsidiary assumption 1
Confirmed	3.34	0.33	Components of risk taking-development of organizational entrepreneurship	Subsidiary assumption 2
Confirmed	3.17	0.31	Components of skill-development of organizational entrepreneurship	Subsidiary assumption 3
Confirmed	3.22	0.32	Components of innovations-development of organizational entrepreneurship	Subsidiary assumption 4
Confirmed	7.98	0.70	Components of pioneer-development of organizational entrepreneurship	Subsidiary assumption 5

According to model of the main and subsidiary assumptions of the research, shaped and intensity of relations between variables that are related and are calculate as 3.0, represent that there are powerful and proper correlations among these variables. T-test also is more than critical amount of t in 5% level of error (96.1) and indicates that observed correlations are meaningful. So, all the assumptions of the research are confirmed.

5. CONCLUSION AND SUGGESTIONS

In this study, effects of personality have been evaluated on development of organizational entrepreneurship in hospitals of Ahvaz city. Entrepreneurship includes some parts of decision-making function in operational directing of the organization. Existence of difference in definitions of entrepreneurship represents growth and importance of this issue that can be evaluated from different aspects and also indicates dynamism of this issue that prepares ground of presentation of models, theories and different ideas. Description of personality in response to this question that who is an entrepreneur, have adopted different approaches and orientations and differently answered to mentioned question. Concept of organizational entrepreneurship has been completed during three decades. The fundamental hypothesis that exists in

organizational thinking of entrepreneurship is that organizational entrepreneurship is a behavioral item and all companies are along a spectrum of intensity and weakness. So, this study investigates the effects of effective personality on development of organizational entrepreneurship in hospitals of Ahvaz city and suggestions as follows have been presented:

- *Presenting material and spiritual rewards from Technical and Vocational Organization to people and hospital cadre who have been successful in their activities and directing business and have followed a developing process in presenting products and new medical and hospital services and can motivate competitiveness of people.
- *Glorifying successful managers of entrepreneurship in medical and hospital services, in different festivals of entrepreneurship and increasing their social status, lead to growth in entrepreneurialships of organizations in hospitals of Ahvaz city.
- * Developing information bank and creating companies of consultation related to Technical and Vocational Organization for establishing businesses in medical field increases risk taking of people.
- * Presenting necessary supports before establishment, during and after it, indicate

independent and successful entrepreneur medical organizations and increase risk taking of people.

- * To increasing risk taking of people, presenting guidance about growth in financial resources, regulations, selection of proper equipment, financial affairs, salary, insurance, management affairs, simple accounting, employment of human resources, marketing issues and etc. are necessary.
- * Some organizations or institutes should be responsible for detecting aptitudes and developing features, reinforcing motivation in people and presenting necessary educations to them in establishment of business and development of entrepreneurship in hospitals of Ahvaz city.
- * Hospitals of Ahvaz city should be obliged to hold classes and courses in entrepreneurship to increase skills and professions of people in this field.
- * Investigating results of courses in technical and Vocational Organization in establishing business of medical area and presenting these results for correction in held courses to responsible people lead to presentation of efficiency to the organization and increase in skill fields and in future courses.
- * Applying the difference in reward and organizational material and spiritual benefits among employees who work with creative thoughts with people who use common ways in affairs, can be the biggest motivations of innovation in hospitals.
- * In pioneer organizations, the great management should support the entrepreneurship. Because they realize process of entrepreneurship, tolerate this process and perform all possible activities in protecting it and eliminating obstacles of success.

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