



توسعه کار آفرینی

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راهنمای تدوین مقاله

فصلنامه «توسعه کارآفرینی» مجله‌ای دو زبانه (فارسی-انگلیسی) و علمی-پژوهشی است که به منظور ارتقای سطح دانش علمی و فنی پژوهش‌گران، سهولت مبادله‌ی علمی بین آن‌ها، معرفی پیشرفت‌های عمده در زمینه‌های مختلف کارآفرینی و ایجاد ارتباط میان پژوهش‌گران و کارشناسان داخلی و خارجی منتشر می‌شود. (مقالات پژوهشی (Research Papers)، مقالات تحلیلی یا مروری (Review Papers) و گزارش‌های علمی یا یادداشت‌های تحقیقاتی (Technical Notes) متضمن مطالب هم‌سو با اهداف فصلنامه و برخوردار از ابعاد آموزشی و پژوهشی ارزشمند با عنایت به محورهای پیشنهادی در فرم فراخوان مقاله، برای چاپ در این نشریه پذیرفته می‌شوند).

به منظور تسهیل و تسریع فرآیند داوری و چاپ مقالات خواهشمند است به نکات زیر توجه فرمایید.

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۵. حجم مقاله نباید از حداکثر ۲۰ صفحه چاپی به قطع نشریه تجاوز کند (با در نظر گرفتن محل جداول-اشکال-خلاصه-نتایج و فهرست منابع).
۶. چکیده مقاله برای مقالات فارسی با قلم Bcompset نازک ۱۱، به صورت تک ستونی و فقط طی یک پاراگراف ارائه شود.
۷. اشکال، جداول و نمودارهای مقاله حتماً اصل بوده و دارای کیفیت مطلوب باشد (قلم میترا سیاه ۱۱).
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 - ۸-۱. صفحه جلد مقاله: در این صفحه باید عنوان مقاله، نام و نام خانوادگی نویسنده (نویسندگان) درجه علمی، (محل خدمت) نشانی الکترونیک وی و شماره تماس نویسنده یا رابط آورده شده و عهده‌دار مکاتبات باید با علامت ستاره مشخص شود.
 - ۸-۲. صفحه اول مقاله: شامل چکیده فارسی و انگلیسی مقاله و واژگان کلیدی (۳ تا ۶ کلمه) است. چکیده مقاله حداقل ۱۵۰ کلمه و حداکثر ۲۲۰ کلمه بوده و شامل مقدمه (زمینه)، روش تحقیق، نتیجه‌گیری و توصیه‌ها باشد.
۹. صفحه دوم تا انتهای مقاله شامل:
 - ۹-۱. مقدمه و بیان مسأله، اهمیت و هدف موضوع.
 - ۹-۲. مروری بر ادبیات موضوع: متضمن چارچوب نظری و پیشینه‌ی تحقیق.
 - ۹-۳. روش‌شناسی تحقیق: ابزار اندازه‌گیری و تحلیل.
 - ۹-۴. یافته‌ها: ارایه یافته‌ها و مقایسه آن با یافته‌های پژوهش‌های مرتبط.

- ۹-۵. بحث و نتیجه‌گیری: ارایه خلاصه نتایج و نتیجه‌گیری کلی و محدودیت‌های تحقیق.
- ۹-۶. پیشنهادها: ارایه پیشنهاد‌های اجرایی و متمرکز بر نتیجه‌گیری و ارایه تحقیق‌های آتی پیشنهادی.
- ۹-۷. فهرست منابع: منابع و مآخذ باید به صورت درون‌متنی و هم‌چنین در پایان مقاله ذکر شود.
- ۹-۷-۱. ارجاعات در متن مقاله باید به شیوه داخل پرانتز (APA) باشد، به گونه‌ای که ابتدا نام مؤلف یا مؤلفان، سال انتشار و صفحه ذکر شود. شایان ذکر است که ارجاع به کارهای چاپ شده به همان زبان اصلی (فارسی یا انگلیسی) باشد. به عنوان نمونه: (مقیم، ۱۳۸۴، ص ۵۰) یا (Williams, 2007, PP. 27-8)
- ۹-۷-۲. در پایان مقاله، منابع، به ترتیب الفبایی نام خانوادگی نویسنده، به شرح زیر آورده شود:
- کتاب: نام خانوادگی مؤلف، حرف اول یا نام کامل مؤلف و تکرار آن برای مؤلفان بعدی، سال چاپ (در داخل پرانتز)، عنوان کتاب (با قلم ایتالیک)، نوبت چاپ، محل انتشار، ناشر.

نمونه فارسی:

مقیم، سیدمحمد (۱۳۸۳)، کارآفرینی در نهادهای جامعه مدنی: پژوهشی در سازمان‌های غیر دولتی (NGOs) ایران، چاپ دوم، تهران: انتشارات دانشگاه تهران.

نمونه انگلیسی:

Bygrave, William (1997). *The Portable MBA in Entrepreneurship*, New York: John Wiley & Sons

- مقاله: نام خانوادگی مؤلف، حرف اول یا نام کامل مؤلف و تکرار آن برای مؤلفان بعدی، سال چاپ (در داخل پرانتز)، عنوان مقاله (داخل گیومه)، عنوان مجله (با قلم ایتالیک)، سال انتشار مجله، شماره مجله، شماره صفحات مقاله.

۱۰. نقل قول‌ها- مستقیم و غیر مستقیم- نقل به مضمون و مطالب استخراج شده از منابع و مآخذ، با حروف نازک و استفاده از نشانه‌گذاری‌های مرسوم، مشخص شود و نام صاحبان آثار، تاریخ، و شماره صفحات منابع و مآخذ، بلافاصله در میان پرانتز نوشته شود.

۱۱. مقالات برگرفته از رساله پایان‌نامه دانشجویان با نام استاد راهنما، مشاوران و دانشجو به صورت توأمان و با مسؤلیت استاد راهنما منتشر می‌شود.

۱۲. حق رد، یا قبول و نیز ویراستاری مقالات، برای دفتر نشریه محفوظ است.

۱۳. پس از چاپ فصلنامه، به تعداد نویسندگان مقاله، نشریه برای نویسنده مسئول ارسال خواهد شد.

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فهرست مطالب

صفحه	عنوان مقاله
۱-۱۶	• رتبه‌بندی کشورهای منتخب در خصوص ظرفیت ملی نوآوری با استفاده از تحلیل پوششی داده‌ها نظام‌الدین فقیه، کاظم عسکری‌فر
۱۷-۳۵	• مقایسه سطح سرمایه اجتماعی زنان و مردان کارآفرین در حوزه‌های کاری زنان و مردان زهرا آراستی، ژوان ناهید، آرین قلی‌پور
۳۷-۵۵	• طراحی مدل مفهومی کارآفرینی استراتژیک بر مبنای رویکرد پیکره‌بندی سید مصطفی رضوی، محمود احمدپور داریانی، سلطانعلی شهریاری
۵۷-۷۳	• شناسایی رابطه سرریز دانش و عملکرد نوآورانه کسب و کارهای دانش بنیان فعال در حوزه فناوری اطلاعات کامبیز طالبی، حسام صالحی
۷۵-۹۴	• شناسایی روش‌های جانشین‌پروری برای پیشبرد کارآفرینی بین‌نسلی در بنگاه‌های خانوادگی ایران حسین صامعی، سید علیرضا فیض‌بخش
۹۵-۱۱۲	• شناسایی فرصت‌های کسب و کار (کارآفرینانه) در صنعت ورزش با رویکرد فناوری اطلاعات رضا محمدکاظمی، رضا زعفریان، عباس خدایاری، سید مهران جوادی‌نیا
۱۱۳-۱۳۱	• بررسی نقش میانجی سبک شناختی بر رابطه سرمایه انسانی و قصد کارآفرینانه محمدعلی مرادی، محمدرضا زالی، فریبا محمدی
۱۳۳-۱۵۲	• قصد کارآفرینانه اجتماعی: اثر متقابل نگرش کارآفرینانه اجتماعی، امنیت مالی و سرمایه اجتماعی نسیم یادگار، محمد مهدی معماریانی، عبدالرضا صدق‌آمیز
۱۵۳-۱۷۲	• تبیین رابطه کارآفرینی شرکتی و عملکرد با میانجی سرمایه دانش بنیان سعید صحت، محسن یاراحمدی
۱۷۳-۱۹۰	• رابطه میان نیاز به شناخت، خودکارآمدی آموزشی و انگیزه یادگیری/انگیزه آموزشی، با انتقال آموزش در میان کارآموزان مرکز کارآفرینی دانشگاه اصفهان فرزانه دباشی، حمیدرضا عریضی، ابوالقاسم نوری، ناهید اکرمی



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Table of Contant

- **Ranking of Selected Countries According to National Innovation Capacity Improvement Using Data Envelopment Analysis** 1
Nezamodin Faghieh¹, Kazem Askarifar
- **Social Capital of Entrepreneurs in Male and Female Dominated Job Sectors** 2
Zahra Arasti, Juan Nahid, Arian Gholipour
- **Designing a Conceptual Model of Strategic Entrepreneurship Based on Configuration Approach** 3
Seied Mostafa Razavi, Mahmoud Ahmadpour Daryani, Soltanali Shahriari
- **The Effects of Knowledge Spillover on Innovative Performance of Knowledge Intensive Firms in IT Sector** 4
Kambiz Talebi, Hesam Salehi
- **Identifying Successor Development Practices to Promote Transgenerational Entrepreneurship in Iranian Family Firms** 5
Hossein Samei, Alireza Feizbakhsh
- **Identifying Entrepreneurial Business Opportunities in Sports Industry with an IT Approach** 6
Reza Mohamadkazemi, Reza Zaffarian, Abbas Khodayari, Mehran Javadinia
- **Reviewing the Mediating Role of Cognitive Style in the Relationship between Human Capital and Entrepreneurial Intention** 7
Mohammad Ali Moradi, Mohammad Reza Zali, Fariba Mohammadi
- **Social Entrepreneurial Intention: Interplay of Social Entrepreneurial Attitude, Financial Security and Social Capital as Antecedents** 8
Nasim Yadegar, Mohamad Mehdi Me'mariani, Abdol Reza Sedgh Amiz
- **Explaining the Relationship between Corporate Entrepreneurship and Performance through the Mediating Role of Knowledge-Based Capital** 9
Saeed Sehat, Mohsen Yar Ahmadi
- **The Relationship between Need for Cognition, Training Self-Efficacy, Learning Training Motivation and Training Transfer in Trainees of Entrepreneurship Center of University of Esfahan** 10
Farzaneh Dabashi, Hamid Reza Arizi, Abolghasem Noori, Nahid Akrami

Ranking of Selected Countries According to National Innovation Capacity Improvement Using Data Envelopment Analysis

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Abstract

Each country could optimize the innovation process by improving infrastructures and national atmosphere. With regard to methodology, in this paper 11 variables are selected among 20 demographic, R&D, and business variables as inputs based on experts' opinions and statistical methods. Patent registrations data in USPTO is considered as the model output. Data of input variables gathered from published reports of some institutions and organizations such as World Bank and Heritage foundation. Then 57 countries are ranked according to input oriented CCR, output oriented BCC and slack-based data envelopment analysis model. The findings show that Slack-based model presents better results with considering input and output variables simultaneously. Developed countries with suitable infrastructures and registered patents are at top ranks, meanwhile nondeveloped and developing countries with lower ranks have weak innovation infrastructures or outcomes. Also, governmental and Nongovernmental budget and professional researchers of R&D are the most important variables for improving innovation atmosphere, which must be considered in policy-making decisions.

Keywords: business environment, data envelopment analysis (DEA), national innovation capacity, research and development (R&D), ranking.

Social Capital of Entrepreneurs in Male and Female Dominated Job Sectors

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Abstract

In value creation process via finding and exploiting opportunities, entrepreneurs have to create and use social networks to gain access to resources and information and benefit from their social capital. The entrepreneurs' activities, contacts and performance can influence the social capital of a society. This research reviews the previous research regarding the effect of sex segregation on social capital and focuses on the sexsegregation's effect on the social capital level of entrepreneurs. This article assumes social capital based on four dimensions: social trust, social cohesion, social participation and social networks. The population of this research consists of the participants of 'top entrepreneurs festival (2010)' held by the Ministry of Labour. The research is a qualitative survey and is conducted using a questionnaire. The multiple regression analysis has been used for continuous variables and the chi-square method is applied for discrete variables. The results of this research indicate that female entrepreneurs have the highest level of social capital in female dominated jobs compared with other groups, while male and female entrepreneurs have the lowest level of social capital in male dominated jobs. These results can help policymakers and executives with developing useful and effective social capital and can help entrepreneurs with selecting the fields with higher social capital and more appropriate performance.

Keywords: entrepreneurship, male and female dominated job sectors social capital

Designing a Conceptual Model of Strategic Entrepreneurship Based on Configuration Approach

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Abstract

Strategic entrepreneurship is the intersection of entrepreneurship research and strategic management. There is no consensus on the definition, dimensions and constituent elements and a few models have limitations. The aim of this paper is to review previous studies with an emphasis on empirical evidence, to summarize them in an innovative framework to make a greater understanding of strategic entrepreneurship, to combine the existing scholarly research in this young and emerging field as well as to develop a conceptual model based on configuration approach. We derived a model with seven domains and conclude that companies must act based on both entrepreneurship and strategic management that is required for sustainable wealth creation. And deeper understanding of this concept could trigger future studies to identify its components and elements, test proposed model by researchers and implement it in organization by managers.

Keywords: configuration approach, competitive advantage, exploration, exploitation, strategic entrepreneurship.

The Effects of Knowledge Spillover on Innovative Performance of Knowledge Intensive Firms in IT Sector

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Abstract

Firms invest in their learning activities to improve their innovative efforts. These kinds of activities are either internal or external. Knowledge which Flows among local actors is one of the external learning factors. Spontaneous knowledge flows among firms without any compensation or with compensation less than the real value is called knowledge spillover. This paper analyzes the effect of knowledge spillover as an independent variable on innovative performance of knowledge intensive firms as a dependent variable. To this end, this qualitative research is conducted using a questionnaire. Data is collected from executives and experts of 66 firms in IT industry located in science and technology parks of Tehran. The results analyzed using SPSS and Smart PLS software and Structural Equations Modeling indicated that knowledge spillover, through labor mobility, informal Interaction and spinoff companies, has a significant positive impact on innovative performance of IT firms based in science and technology parks of Tehran.

Keywords: innovative performance, knowledge spillover, knowledge flow, knowledge transaction, knowledge intensive firm, science and technology parks.

Identifying Successor Development Practices to Promote Transgenerational Entrepreneurship in Iranian Family Firms

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Abstract

Corporate entrepreneurship is one of the key factors for long term success of family firms. Therefore, continuing the entrepreneurial behaviors in the following generations of the family firm, which is called transgenerational entrepreneurship, is of paramount importance. Among different factors, the successor has a key role in the development of entrepreneurship in the firm. So, the family firm managers are to adopt effective practices to nurture a successor, being competent enough to promote entrepreneurship in the firm. In this research, five Iranian large family firms, being able to promote entrepreneurship in their different generations are studied and their practices for successor development are identified. The results show four main practices: education, working inside or outside the family firm, nurturing in the family, and mentoring. In this paper all these practices are described and their impact on developing the successor is explained. Particularly the third and fourth methods are deeply investigated. Two functions of mentoring, career and psychological functions, are also well studied.

Keywords: corporate entrepreneurship, family firm, successor development, successor, transgenerational entrepreneurship.

Identifying Entrepreneurial Business Opportunities in Sports Industry with an IT Approach

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Abstract

In the present-day world, sports activities and events are not to be considered solely for the purpose of entertainment or recreation. The result of this research has shown that sports businesses have entered a wide domain of activities like management, new technologies, marketing, advertisement and the like. In this area, the number of businesses which are connected to the world by information technology is rapidly growing. This growth necessitates sports businesses to enter this arena and guarantee their survival, growth and competitiveness by identifying and exploiting opportunities in IT sector. In this study, aided and supported by a sample of 86 owner-managers and experts of sports businesses in IT sector, opportunities are identified and categorized into three underlying groups. These groups are labeled as service, production, sale and Marketing opportunities. The results show the highest priority for service and the lowest for production and sale opportunities. Moreover, the priority of these opportunities within each group is presented in components of this study as well.

Keywords: entrepreneurship, opportunity, sports.

Reviewing the Mediating Role of Cognitive Style in the Relationship between Human Capital and Entrepreneurial Intention (The Case of MA Students of the School of Electrical and Computer Engineering of Tehran University)

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Abstract

The increase in the number of university graduates, especially at MA level, in the recent years on one hand and the disproportionate growth of employment on the other hand, has made graduates unemployment one of the major challenges of the country. Most students prefer to be employed, while employment capacity in society and increase in the number of students do not match closely. Entrepreneurship is one of the ways to create employment; and intention is the best predictor of any behavior including entrepreneurship. Entrepreneurial intention is influenced by different factors, including human capital. The present study tries to investigate the effect of human capital on entrepreneurial intention through mediator variables as well as intuitive and rational styles. In this study, psychological capital and individual variables were regarded as control variables. The participants of the study incorporate the MA students of the School of Electrical and Computer Engineering of Tehran University. 140 questionnaires were randomly distributed among them. This is an applied and quantitative research regarding the purpose and methodology of the research. The research yielded the result that human capital (education and experience) has a significant effect on entrepreneurial intention. It was also proved that psychological capital and individual variables influence intention through cognitive style, while education and experience influence entrepreneurial intention through rational and intuitive styles, respectively.

Keywords: cognitive style, entrepreneurial intention, human capital, psychological capital.

Social Entrepreneurial Intention: Interplay of Social Entrepreneurial Attitude, Financial Security and Social Capital as Antecedents

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Abstract

Developing social entrepreneurship has become a key issue for researchers and policy makers, as social entrepreneurs are agents of socio-economic development. Because of the intention-based nature of social entrepreneurial behaviors, the present study at the first stage explores the relationship between social entrepreneurial attitude and social entrepreneurial intention. At the second stage, it explores the moderating role of social capital, human capital and financial security in this relationship. To this end, the quantitative approach and the multiple variable regressions with hierarchical strategy were employed. Data was collected from 141 volunteers of charity organizations in Shiraz. For data analysis, SPSS software and AMOS path analysis software were used. The results indicate that social entrepreneurial attitude- defined in this study as having affective, cognitive and conative reactions toward empathy and responsibility to social needs- has a significant relationship with social entrepreneurial intention. In addition, an individual's financial security and social capital reinforces this relationship by the order of the intensity of impact; however, the human capital of social entrepreneurship does not have any significant impact on such relationship.

Keywords: financial security, human capital, intention, social entrepreneurship, social entrepreneurial attitude, social capital.

**Explaining the Relationship between Corporate
Entrepreneurship and Performance through the Mediating
Role of Knowledge-Based Capital**
(Case: Technology-Driven Enterprises Listed in Tehran Stock
Exchange)

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Abstract

Research findings suggest that the effect of corporate entrepreneurship on performance occurs through the channel of knowledge-based capital mechanisms. The purpose of this study is to investigate the relationship between corporate entrepreneurship and performance using the mediating variable of knowledge-based capital in technology-driven enterprises listed in Tehran Stock Exchange. This study is a descriptive-correlational applied research. Its sample includes 65 cases in four industries of automobile, electrical machines, chemical and medical products. In selecting the given corporations we used the census method in which the data of 42 corporations were analyzed. Questionnaires and secondhand data of corporate (records and documents) were used as instruments for data collection. We have used Confirmatory Factor Analysis and Structural Equation Modeling in Partial Least Square (PLS) method for data analysis. The results show that knowledge-based capital along with three dimensions including human capital, organizational capital, and social capital, plays a mediating role in corporate entrepreneurship-performance relationship. It means that corporate entrepreneurship will result in the extension of knowledge-based capital which in turn enhances the corporate performance.

Keywords: corporate entrepreneurship, corporate performance, human capital, organizational capital, social capital.

The Relationship between Need for Cognition, Training Self-Efficacy, Learning\Training Motivation and Training Transfer in Trainees of Entrepreneurship Center of University of Esfahan

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Abstract

Entrepreneurship education is one of the most important informal training programs that are conducted in most training centers. The aim of this research is to investigate the relationship between need for cognition, training self-efficacy, and learning\ training motivation with training transfer. The method of research is correlational and 164 trainees of entrepreneurship center of University of Esfahan have been measured in two phases (pre-training and post-training). Questionnaires used in Pre-training stage were Cacioppo, Petty and Kao's scale of need for cognition (1984), Quinones pre-training self-efficacy scale (1995) and Neo & Wilkins learning motivation questionnaire (1993). Questionnaires used in post-training stage were Brown's post-training questionnaire (1999) and a researcher-made training transfer questionnaire. Data analysis was performed using Pearson Correlation Coefficient and Stepwise Regression Analysis. The findings showed that there are significant positive relationships between all research variables and training transfer. Also, the results of Stepwise Regression Analysis showed that the two variables of need for cognition and post-training self-efficacy have the ability to predict training transfer. Since need for cognition and post-training self-efficacy are improvable by training, we can expect to enhance training transfer by designing training programs based on these two variables.

Keywords: entrepreneurship training, learning\ training motivation, need for cognition, training self-efficacy, training transfer.