

The role of entrepreneurial thinking on growth strategies in small and medium-sized businesses

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Abstract

Sarasvathy has mentioned two logics for entrepreneurial thinking. Effectuation logic is often used in uncertainty and is the problem solving process in a condition in which future is practically unpredictable and decision makers, based on whatever means they possess, form or control the output. On the contrary, causation logic is often used for decision making in ordinary conditions in which there is either no or low uncertainty. The objective of this research is the recognition of the role of entrepreneurial thinking on growth strategies in small and medium-sized businesses. The paper applies a mixed-exploratory research methodology and the sample under scrutiny is 67 small-business strategists who have been selected based on targeted statistical sampling using snowball sampling according to their expertise. The data in quality section has been gathered using 8 semi-structured interviews. In the quantity section, the data has been collected by the combination of the questionnaire resulted from the quality section and Chandler et al. questionnaire. The results generally indicate the existence of a meaningful correlation between entrepreneurial thinking and growth strategies. Regarding effectual and causal thinking, similar results were obtained. There is a meaningful relation between aspects of effectual thinking-except for affordable loss- and growth strategies as well. Nevertheless, the correlation coefficient of the aspects of flexibility and experience is lower than other meaningful aspects of effectual thinking.

Keywords: causal thinking, effectual thinking, growth strategies, small and medium-sized businesses, tile and ceramic industries.

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The process of entrepreneurial opportunity creation and exploration

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Abstract

Despite a wide range of studies performed in the field of entrepreneurship theories, few studies have offered a pervasive conceptual model or a general consensus of the existing theories. Hence, this paper attempts to extend a comprehensive principle on entrepreneurship. In general, there are two common interpretations of the term 'entrepreneurship'. One of the common views is Schumpeterian, emphasizing on ideas, innovation and creativity. Another is Kirznerian, focusing on entrepreneurial opportunity exploration in the market process. Neither of these views is substitutable for the other, and each would just analyze special conditions of the economy and the market. The present paper judges both viewpoints to be proper in special circumstances. In fact, there can be a comprehensive principle involving a combination of both interpretations. With this perspective, entrepreneurship theory gets closer to economics. More precisely, entrepreneurship is a change in the economic process; that is, a general entrepreneurial process is transition from one equilibrium state to another, and value is created as the outcome of this transition. Consequently, when it comes to value creation, entrepreneurship meets both conditions including Kirznerian entrepreneurial exploration coupled with Schumpeterian innovation and creativity. To put it differently, any change in economic process can lead to value creation, and entrepreneurship consists of changes in economic process.

Keywords: economic process, entrepreneurship, innovation, value creation.

**Identifying the position of organizational entrepreneurial orientation in fostering competitive advantage
(Case study: The banking context of Iran)**

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Abstract

In the past years, a lot of studies have been conducted with regard to the organizational entrepreneurial orientation area. The overall results of these research projects helped organizational entrepreneurs discover the importance of some aspects, such as risk-taking, innovativeness and proactiveness. These aspects influence capabilities like learning and innovativeness and quality and, finally, lead to the sources of sustainable competitive advantages. According to the relevant theories, a firm's achievement of competitive advantage results in its successful performance. Therefore, an extensive review of the literature was conducted to determine the position of organizational entrepreneurial orientation in achieving competitive advantages. After held one focus groups meeting, six main factors of the model were identified. Method of interpretive structural modelling (ISM) was used to analysis the primary conceptual model. In this regard, designed questionnaire was distributed among the 17 knowledgeable experts from the banking. The results indicated while organizational entrepreneurial orientation, available resources and environmental uncertainty constituted the foundations for fostering competitive advantage in banking, organizational Entrepreneurial orientation has a direct and positive impact on banks' resources to turn them into competitive advantage. Furthermore, bank size was the moderating variable in this model. The extracted model confirms the importance of organizational entrepreneurial orientation position in commercial banks and asks of senior managers to pay special attention to this area.

Keywords: banking, competitive advantage, interpretive structural modeling, organizational entrepreneurial orientation.

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Identifying conceptual ethical components of agri-business: Perception Cluster Analysis

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Abstract

This paper aimed to identify and explain ethical components of agri-business based on perception cluster analysis of agri-business' managers and owners. Mixed method approach was employed. Target population contains all the entrepreneurs, owners and managers of agri-business in Golestan province. In the first phase, using qualitative semi-structured interview, the respondents' perception about ethical issues in agri-business were identified. In order to exploit ethical agri-business items, qualitative contents analysis was applied. In the second phase, exploited items were assessed using a researcher-made questionnaire based on five point Likert scale. Gathered data were analyzed by hierarchical cluster analysis technique. Cluster analysis revealed that ethical conceptual component of agri-business include resource conservation, organic low input production, environmentalism, religious belonging, social stewardship, fair trade, institutional solidarity and participation, entrepreneurialism, respect for labor rights, progressivism and meritocracy, quality orientation, public extension of knowledge and technology, work safety and workplace ergonomics, commitment to community development and social marketing. Regarding multi-dimensional aspect of ethics in agri-business, integrating these dimensions in theoretical patterns, conceptual framework and mechanisms of agricultural sustainable development and extension was recommended.

Keywords: agri-businesses, cluster analysis, enterprise ethic, sustainable agriculture.

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Designing the business Model for organizational agility (Case study: SAIPA Company)

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Abstract

Giving a competitive advantage is possible by using a suitable business model. The purpose of this research is to design the business model to organizational agility in the SAIPA Company in Iran. A qualitative approach is used in this research, and the research method was Grounded theory. Data collection was performed by seven in-depth Semi-structured interviews with the SAIPA's experts who are selected by the purposive sampling method. Data analysis was done in three steps of open coding, axial coding and selective coding. Eventually, 53 concepts from open coding, 18 categories from axial coding, and six factors from selective coding were identified. The results confirm that the Business model is the core category which is created by according to two causal factors of "increasing access to technology, the Globalization of markets and business competition"; two contextual factors of "structural and cultural preparation"; and four environmental dimensions of "Economical, Political, International and Market factors"; and it is lead to three outcomes of "organizational agility, Sustainable competitive advantage and wealth" by six strategies of "Product, Market, Dynamic capabilities, Value chain and financial factors". The findings could improve researcher's knowledge about agile business model goals, challenges, influential factors and outcomes.

Keywords: agility, business model, grounded theory, sustainable competitive advantage.

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**Cross validation of students' entrepreneurial passion:
A psychological inquiry to the evolution of entrepreneurship
education in agricultural higher education**

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Abstract

Entrepreneurial passion has been considered as the heart of innovative idea conduction. The present empirical research aimed to investigate factors of students' entrepreneurial passion. In this regard, an analysis of covariance matrix causal relationship was undertaken. The statistical population comprised of senior and junior undergraduate students as well as graduate students of the University College of Agriculture and Natural Resources, Tehran University. 205 students were selected using the Daniel formula through quota sampling method. Research instrument was a questionnaire the validity and reliability of which were reviewed and approved. The dominant statistical method was structural equation modeling in order to study the second-order factor analysis. The empirical results showed that in measurement of EP, EP founding, EP inventing and EP developing, respectively, have significant effects.

Keywords: agricultural students, entrepreneurial passion, self-identity, structural equation modeling.

The effect of innovation strategies in organizational entrepreneurship development: Moderating effect of organizational learning capacity

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Abstract

Today, organizations that are increasingly involved with dynamic environment and change must predict future changes in order to survive and succeed in a competitive world. The aim of this article was to examine the effect of innovation strategies on organizational entrepreneurship development with an emphasis on organizational learning capacity in Lorestan industrial estates. The research objective was applied and the research type was analytical survey. The statistical population consisted of firms and factories that work in Lorestan industrial estates. Finally, 140 cases were obtained using random sampling - stratification. The validity of questionnaire was proved using content validity method and their reliability was confirmed using Cronbach's alpha. For data collection, standard questionnaires were used. In this article, structural equation approach and Amos 18 software were used to test the hypothesis and the conceptual model. The results show that innovation strategy affects entrepreneurship development and organizational learning capacity in Lorestan industrial estates. Also the results show that firms and organization could improve organizational entrepreneurship development using innovation strategies through organizational learning capacity.

Keywords: entrepreneurship expansion, innovation strategies, organizational learning capacity.

Prioritizing the factors affecting marketing and sales of new product in SMEs active in food biotechnology

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Abstract

Needs and demands of customers are rapidly changing in market of food product. Appropriate actions in relation to marketing and sales play an important role in identification of these needs and success of new food products in stage of product launch. This paper aims to prioritize the factors affecting the marketing and sales of the new product development process in small and medium-sized businesses active in the field of biotech food deals. The research is exploratory mixed type. In the qualitative section, interviews were conducted with dozens of experts in the field of new product development and food biotechnology; in the quantitative section, 80 questionnaire were distributed and 64 questionnaires were returned. The results represent a confirmation of four elements of the marketing mix (i.e. price, product, place and promotion) of the marketing and sales of the new product development process; to prioritize the importance of each of these factors and sub-factors, Friedman test was used. Test results showed that price, product, promotion and distribution are important. Finally, suggestions for future managers and researchers are presented.

Keywords: food biotechnology, marketing and sales, new product development.

A meta-synthesize of the concept of corporate social responsibility in Iranian organization studies

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Abstract

The growth in the number and quality of businesses caused many positive results for societies. However, it can potentially bring some unfavorable effects to their environment. Although there have been issued many different definitions of social responsibility, there is lack of consensus among scholars about its definition. Aside from its different and sometimes paradoxical definitions, corporate social capital at least, can be defined as the productive interaction between businesses and their environments. Despite the robust body of knowledge in international literature of corporate social responsibility, this issue has not drawn enough attention in Iranian studies. Using meta-Synthesis approach of 8 most relevant Iranian studies about corporate social responsibility, corporate social responsibility is defined as an organization's voluntary and strategy-based sensitivity to its environment, which has formed in transaction with its managerial, economic and social environment, which is to set balance between interests of organization, society, human and government, by reliance on meritocracy, democracy, change and humanistic values.

Keywords: business, corporate social responsibility, meta-synthesis, society.

The direct, indirect and moderating effects of institutional environment on entrepreneurial intentions of agricultural students

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Abstract

Institutional environment influences entrepreneurial intention and behavior. However, cognitive models do not usually include this factor in their analyses. Therefore, the main objective of this study is to evaluate the direct, indirect and moderating effects of institutional environment on entrepreneurial intentions using the Theory of Planned Behavior. This is a descriptive survey research, which uses questionnaires for collecting data. The content validity of the questionnaire was confirmed by a panel of experts. The construct validity and the reliability of the research instrument were assessed by estimating the measurement model. Data were collected from 300 agricultural students from four public universities in western Iran. Structural equation modelling showed that attitudes toward entrepreneurship and perceived behavioral control are significantly related to entrepreneurial intentions. The perceptions of the institutional environment are indirectly related to entrepreneurial intentions via attitudes and perceived behavioral control. These findings suggest that public policy makers and decision makers need to pay attention to creating favorable conditions for entrepreneurship in the country, as well as to removing numerous institutional pressures and constraints faced by potential entrepreneurs.

Keywords: agricultural students, entrepreneurial intentions, entrepreneurship, institutional environment.