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## **Evaluation of effectiveness of “Guest Speaker” teaching method in entrepreneurship students**

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### **Abstract**

Training and teaching entrepreneurship are done in variant methods and styles. One of these training methods is "guest speaker". Having entrepreneurs in class to talk about their success and failures can be used as "live" case, but it is necessary to assess effect of this training method. One way to assess an entrepreneurship teaching method is to evaluate its effect on "entrepreneurial intention". In this study, to evaluate the effectiveness of "guest speaker" in teaching entrepreneurship, a quantitative research has been used in University of Tehran to evaluate entrepreneurial intention of students before and after meetings with guest speaker entrepreneurs. Research findings show that "guest speaker" method for teaching entrepreneurship impact on the variable "personal desirability", "self-efficacy" and "collective-efficacy" that promotes students to act entrepreneurial behavior. These results will help policymakers develop entrepreneurship training programs.

**Keywords:** entrepreneurship education, entrepreneurial intention, entrepreneurship teaching methods, “Guest Speaker”, students.

**The Effect of emotional intelligence on students'  
entrepreneurship competencies in agricultural majors  
(Case Study: University of Zanjan)**

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**Abstract**

The main purpose of this study was to investigate the effect of emotional intelligence on students' entrepreneurship competencies in agricultural majors of University of Zanjan. This study in terms of purpose is considered as an applied research and in terms of data collection is considered as a descriptive and correlation type study. The population of study was including 366 M.Sc. students in agricultural faculty of University of Zanjan. According to Krejcie and Morgan table, a sample size of 280 was selected using a stratified random sampling method (n=280). The standard questionnaire was used to collect the data. The content validity of the questionnaire was confirmed by a panel of faculty members in University of Zanjan. A pilot study was conducted to establish reliability of the instrument. Cronbach's alpha coefficients for the main scales of questionnaire were at appropriate level (0.706 to 0.872). The data analyzed using Structural Equation Modeling (SEM) multivariate technique. The results showed that the most of respondents were at low and moderate levels in terms of emotional intelligence and entrepreneurship competencies. Also, the results indicated that emotional intelligence and its components including interpersonal skills, intrapersonal skills, adaptability, change management and self-motivation were explained about 35 percent of variances of entrepreneurship competencies.

**Keywords:** agricultural education, emotional intelligence, entrepreneurship competencies.

## **The effect of psychological empowerment on the corporate entrepreneurship in Iran and Denmark; Based on 2011 GEM data**

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### **Abstract**

Corporate entrepreneurship is a process of discovery, evaluation and exploitation of new business opportunities within a company or organization to create new products and services. Therefore, the staff psychological empowerment is one of the most important concerns for successful organizations. This study can be considered an applied research based on its goal and data collection is descriptive. The statistical population of this research was composed of 5360 people from Iranian and Danish firms. Finally, the sample of this research consisted of 509 corporate entrepreneurs in the year 2011 based on the GEM in the two countries of Iran and Denmark with corresponding factors and innovation-driven economies. Method collection is structured interview. The results have shown that the psychological empowerment including influence, meaning, self-determination and competency has a positive effect on corporate entrepreneurial roles and also entrepreneurial competency moderates the relationship between psychological empowerment and corporate entrepreneurial roles. Culture, age, gender and education are discussed as control variables in this model.

**Keywords:** corporate entrepreneurship, entrepreneurial competency, psychological empowerment.

## **Phenomenology of experiences and entrepreneurs' perceptions of entrepreneurship phenomenon; A qualitative study**

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### **Abstract**

In the current world, entrepreneurs are origin of great developments in industrial, servant and commercial contexts and are motivator of development. The main objective of this study was to explore and deeply explain the experiences of entrepreneurs about entrepreneurship phenomenon, as they perceive themselves. Research method was qualitative in the way of phenomenology. Population included supremo entrepreneurs of Tabriz in industrial, servant and commercial contexts at 1391. Through satiated sampling, 16 participants were selected purposefully. Data were gathered via deep interview and analyzed through method proposed by Smith (1995). Finally, 5 general contexts including entrepreneurship context, economy, psychological characteristics, and social characteristics were clarified. Each of these included several sub-contexts.

**Keywords:** creativity, entrepreneurship, phenomenology, riskily.

## **Analysis of financing mechanisms for small and medium businesses**

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### **Abstract**

The objective of this survey research was to analysis mechanisms for financing of agricultural production cooperatives. The statistical population consisted of managers of agricultural production cooperatives in Fars province (N=620). 114 people determined as sample using Cochran Formula and proportionate stratified sampling technique. The data were collected by a questionnaire developed and analyzed by SPSS win software and LISREL software. The validity of the questionnaire was approved by a panel of expert. In order to measure the reliability of the questionnaire, Cronbach Alpha coefficients were calculated (0.92). Results of prioritizing mechanisms for financing of agricultural production cooperatives showed that the two top most important mechanisms were given financial facilities with low interest rates for agricultural cooperative and government support from agricultural production cooperatives. Also, to identify the components of mechanisms for financing of agricultural production cooperatives, discovery factor analysis was applies. In addition, in order to investigate the fitting indexes surpasses model, confirmatory factor analysis and structural equations modeling was used. The results showed that mechanisms are formed in six factors including: facility, support, consulting- education, communication- participation, technical and regulations that explained about 63.19 percent of variations.

**Keywords:** financing, production cooperative, small and medium enterprises.

## **Identifying and prioritizing the factors affecting the systematic innovation process for new product development in entrepreneur firms active in food biotechnology**

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### **Abstract**

As global population grows consumption by people around the world and correspondingly demand for food increase. Through using a systematic method for innovation, new product development (NPD) in food industry has made initial ideas to change into the salable products and services possible in the market (e.g. genetic engineered products). The research method was exploratory mixed type (qualitative-quantitative); at the qualitative section, semi-structured interviews with ten experts were carried and at the quantitative section 80 questionnaires were distributed which 64 questionnaires were returned. Managers, informed university professors and informed experts and specialists in the field of new product development constitute the statistical population of this research in qualitative and quantitative section. Sampling in qualitative is snowball method and in quantitative is random stratified method. Results demonstrated that NPD stages include concept development, design, prototyping, mass production, marketing and sale. Friedman test for prioritizing the sub-factors in each of the five stages showed that NPD team formation, formulation design, producing the pre-test sample, financial and economical investigations, and price were respectively effective on systematic innovation process in NPD. Suggestions have been presented based on the results for entrepreneurial firms which work in the field of food biotechnology.

**Keywords:** food biotechnology, entrepreneurial firms, new product development (NPD).



## **The impact of background factors on entrepreneurial intention of Iran students, with concentration of students' ethnicity**

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### **Abstract**

Recently, investigation of the entrepreneurial intention of university researchers has been considerable interesting. The goal of this research is analysis and compare of background factors on entrepreneurship intention with focus of student's ethnicity. Background factors in three factors, personal, academic and family, by 14 questions and the intention were assessed with four questions. The research method is practical and based on information gathering is descriptive- correlation. The population is all of the students of country. The face validity and reliability of the questionnaire was designed with 0.8 were approved. The questionnaires were completed by 2500 students and the method of clustering among students of Tehran, Isfahan, Yazd and Zanjan. Based on output of SPSS 16 software, the results showed that the gender, married, student's degree and mother's self-employed have not role of entrepreneurial intention. Other hand the Kurd and the Turk students, Science- Applied, Arts, Engineering and medical students with self-employed fathers and mothers educated to higher levels of intention. Base on regression test, the predictability of intention by component of families earning is higher than other factors. Moreover, father's education, student's degree, father's entrepreneurial and family income have more impact, with appropriate significant, on intention of students.

**Keywords:** entrepreneurial intention, background factors, student, ethnicity.

## **Investigation of the entrepreneurial intention of Payame Noor University students and its determinants**

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### **Abstract**

Entrepreneurship is considered as an appropriate approach to accelerate economic development and provide employment opportunities. With this regard, entrepreneurial intention is the main determinant factor in deciding to be an entrepreneur. In order to obtain sufficient knowledge about entrepreneurship and its determinants, entrepreneurial intention of Payame Noor University students was studied. An integration of theory of planned behavior, entrepreneurial event, and Davidson's models were adapted to clarify the most crucial elements of entrepreneurial intention. A stratified random sampling technique was used to collect a representative sample of university students. In this survey, a total of 161 students were interviewed using a questionnaire. The results indicated that the entrepreneurial intention of engineering, management and business students (EMB) is significantly higher than the other majors. In addition, the study identified general attitudes, attitudes toward entrepreneurship, self-efficacy and vicarious experience are the most relevant factors explaining entrepreneurial intentions of EMB students. While for the Non-EMB students, general attitudes, self-efficacy and subjective norms are the main determinants of entrepreneurial intentions. Accordingly, a number of considerations about developing intentions towards entrepreneurship are recommended.

**Keywords:** entrepreneurship, entrepreneurial intention, Payame Noor University, university students.

## **Modeling to assess the performance of urban management in the preparation of the ground for entrepreneurship using fuzzy logic (Case Study: Ardabil city)**

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### **Abstract**

In this article, the factors considered in the evaluating performance of urban management in Ardabil are classified in two axes: 1. enabling and supporting entrepreneurs (with 10 components) and 2. providing the appropriate environment for entrepreneurs (with 6 components) and their importance are determined using the technique of multiple comparisons. The statistical population in this study are consisting of experts from organizations involved in urban management and superior local entrepreneurs. Formulation of the situation in each component (based on fuzzy membership function) and designing fuzzy inference system for determine the level of performance of urban management performance based on the situation of each component was another part of the research process. Due to the non-fuzzy equivalence values of current status in the noted axes ,and in the total performance, Urban management functions in the linguistic seven-item scale is fairly low showing the performance is not good. Also, by considering that top obtained non-fuzzy values has not exceed beyond 0.477 in none of components, so performing basic operational activities in each one of components is unavoidable (especially in third, fourth, seventh and eighth component of first axes as well as first, second, and fourth component of second axes that have been marked with lowest values).

**Keywords:** Ardabil, fuzzy logic, urban entrepreneurship, urban management.

## **Innovative business model for B2C distribution's companies (Case Study: Golrang-pakhsh)**

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### **Abstract**

Today, every enterprise needs to have its own business model. A business model explains what exactly the costumers want, how they want it and how the company can satisfy them. This can actually leads to the industry's competitive advantages and help the enterprises to revive them. In the late decades the prevalence of e-commerce leads it to be known as a tool to organize the business and so many enterprises try to exchange their existing business model to the new e-business model to obtain competitive advantages in today's complex environment. Accordingly, this paper aims at developing innovative B2C business model has been developed. The research is part of Golrang-pakhsh Co. To implement this method of case studies was used. The main tool for collecting data from in-depth interviews, and in addition the analysis of documents and survey data were collected. In interviews with senior and middle managers of financial, marketing and sale with purposive sampling with 28 of the top and middle managers of the company were interviewed. So, in this research we concentrate on finding its own innovative B2C business model and help it maintain its competitive advantage.

**Keywords:** business model, Golrang-pakhsh, innovative business model.