

## **Evaluation the Relationship between HR Creativity, Self – Efficiently and Entrepreneurship**

**Ebrahim Samipour Giri**

MA in Management Education-National Iranian South oil Company  
Ahvaz Technical Training Complex  
P.O.Box:6348113114  
Ahvaz  
Iran

**Sajjad Samipour**

MA in Aerospace (Graduate Technology Production Aircraft)  
Kazan State Technical University  
Tupolev - kazan  
Russia

### **Abstract**

*This study performed to assess the relationship between HR creativity, self – efficiently and entrepreneurship in students of Sistan and Baluchistan university. The main sample contains 400 boy and girl students of Sistan and Baluchistan University. A sample of 300 students used to assess tests reliability and validity. Both samples selected by simple random sampling. To assess data, simple correlation coefficient and multiple regressions used besides standard deviation and mean descriptive methods. Data collection tools were entrepreneurship attributes measurement questionnaires, entrepreneurship direction test, creativity and self – efficiently test .entrepreneurship attributes measurement questionnaires and entrepreneurship direction test translated to Persian, and their validity and reliability coefficients calculated. This research hypothesized based on 3 main hypotheses and 6 secondary ones that it discussed relationship between anticipating variables of creativity, motivation, self – efficiently and entrepreneurship variables in all sample in general and also in girl and boy samples separately. The results of this study coordinate to findings out of country.*

**Key Words:** entrepreneur, entrepreneurship, creativity, self – efficiently

### **Introduction**

In regard to entrepreneurship and related discussion in different fields such as psychology, sociology, economics and management, we can consider entrepreneurship as an interdisciplinary subject. This indicates the extent of entrepreneurship in one hand and its complexity in other hand. The other subject about entrepreneurship that attract authors attention is economical management concerns of countries and policy makers about employment and also unemployment problem that lead to increasing thought of self – employment as a solution.

Although entrepreneurship has defined in first time by Kantlion in 17 century (Kilby, 1971:12), but Schumpeter (1934:60) attributed general use of this word in economic area to Mill (1848). After Mill, Schumpeter considered entrepreneurship in other aspect, but he stressed on its innovation and its role in dynamic of economical systems. In other hand, Mc Clelland describes clearly the relationship between individual characters to economical development in job backgrounds. He concluded that development didn't devote to a certain group or religion and development of some personal characters could provide economical development in different societies. Mc Clelland works led to turn attention to change – actor from change acting. Some specifications which he discussed as specifications of pioneers in new business are including: improvement motivation, medium risk – taking, innovation and personal responsibility against to innovation results (Mc Clelland, 1961:23-26).In regard to these points and in order to discuss about psychological characterizations of entrepreneurs that differentiate them from non – entrepreneurs, we will study the relationship of creativity and self – efficiently to entrepreneurship.

### **Research literature**

Ristal (1992) performed a research in Indonesia, and observed innovation and creativity as effective attributes to select entrepreneurship job. Carland et al believe entrepreneur's attributes include a set of personality factors that creative innovational performance is just one of them (Carland et al, 1996:4).

Self – sufficiency concept sometime called self – believe and self – efficiently, it is so close to self – efficiently, and researchers considered it significantly. For example Coen et al (2001) believe self – sufficiency people are believe themselves and they believe themselves to follow certain activities in effective and successful from. They believe that self – efficiently is a predictive significant variable to investing. Also, according to Baron & Markman (2001), it is shown self – efficiently as a valid cognitive process to differentiate technical entrepreneurs from non – entrepreneurs.

The critical characteristics and aspects of the entrepreneurship process have been identified and clarified in earlier literature (Kuratko and Hodgetts, 2004; Cunningham and Lischeron, 1991; Timmons and Spinelli, 2004). Entrepreneurship involves recognizing and seizing opportunities, transforming those opportunities into marketable goods or services, adding value through time and resources, assuming risk, and realizing reward. Entrepreneurial activities may occur in a variety of setting, including new and old ventures, non-profit institutions and the public sector. In short, new value creation is the defining characteristic of entrepreneurship.

While early studies centered on the question of how the personality or background of the entrepreneur determines entrepreneurial behavior today it is widely recognized that the focus of entrepreneurship research should be the entrepreneurial process or behavior. An increasing number of researchers are studying entrepreneurial processes outside of the business sector and the role of entrepreneurship in society. Finally, although the field is still characterized by multiple paradigms, the notion of opportunities has been widely accepted as a defining element of entrepreneurship (Mair et al, 2006:38).

Entrepreneurship is a catchword of our time. It is used to activate young people, to push small business, to deal with unemployment, to characterise the need of growth, to challenge the national economy. The idea behind it is empowerment, motivation, creativity and courage (Brinkmann, 2006:13).

Entrepreneurship is one of the four mainstream economic factors: land, labor, capital, and entrepreneurship (Holt, 2002:3).

The "heart of entrepreneurship" is an orientation toward seeing (and acting on) opportunity resources. In a rapidly changing world, organizations need to continually identify new opportunities beyond existing competencies. If they are to survive, organizations thus need to focus strategically on the identification of viable new opportunities (Krueger, 1998:174).

Every society and every successful company has key individuals as entrepreneurs, with the ability to identify opportunities and who have the ability to obtain the resources (economic, technical, and human) necessary to satisfy new needs, and better satisfy existing needs (Hansemark, 1998:28).

The significance of entrepreneurship in creating wealth and in the development of society and companies has been emphasized by many researchers (Schumpeter, 1934; McClelland et al, 1953; Kock, 1965; Kirner, 1989; Casson, 1982; Low & Mac Millan, 1988; Kirchoff, 1989; Singh, 1989; Shaver Scott, 1991; Baldwin, 1995; Kirshhoff & Acs, 1997).

### **Hypothesis**

In current research, 3 main hypothesis and 6 secondary ones investigated as following:

- 1- There is a positive relationship between creativity and entrepreneurship in Sistan Baluchistan University.
  - 1a- There is a positive relationship between creativity and entrepreneurship in boy students of Sistan and Baluchistan University.
  - 2b- There is a positive relationship between creativity and entrepreneurship in girl students of Sistan and Baluchistan University.
- 2- There is a positive relationship between self – efficiently and entrepreneurship in Sistan Baluchistan University.
  - 2a- There is a positive relationship between self – efficiently and entrepreneurship in boy students of Sistan and Baluchistan University.

- 2b- There is a positive relationship between self – efficiently and entrepreneurship in girl students of Sistan and Baluchistan University.
- 3- There are multiple correlations between creativity and self – efficiently to entrepreneurship of students in Sistan and Baluchistan University.
- 3a- There is multiple correlations between creativity and self – efficiently to entrepreneurship of girl students in Sistan and Baluchistan University.
- 3b- There is multiple correlations between creativity and self – efficiently to entrepreneurship of boy students in Sistan and Baluchistan University.

### **Research Variables**

**Creativity:** ability to solve problems that a person didn't learn their solution before (Weisbery, 1992).

**Self-efficiently:** means personal believe to do a certain activity successfully (Samipour et al, 2011:271).

**Entrepreneurship:** Entrepreneurship is an attempt to create value through recognition of business opportunity, the management of risk-taking proportionate to the opportunity, and through the communicative and management skills to mobilize human, financial and material resources necessary to bring a project to fruition (Khanka, 2003:8).

### **Methodology**

**Statistical society and sampling method:** Statistical society includes all boy and girl students who entered to University in 2007 and 2008 and they were studding in M.A of Sistan Baluchistan University in 2009 – 2010. In this study, two samples used 200 boy and girl students were in validity measurement and there were 400 boy and girl students in main sample. Bout samples selected in simple random questioner completed and retuned and they were including 183 cases to validity measurement and 364 for main sample.

### **Research tools**

In this research, it is used 5 questionnaires to collect data including: 1- questionnaire (measuring entrepreneurship attributes). 2- Test (entrepreneurship direction) 3- Creativity questionnaire 4- Self – efficiently questionnaire.

### **Discussion and Conclusion**

The purpose of this study is to investigate some important psychological events of entrepreneurship. According to above mentioned hypotheses, there is significant correlation between students creativity and entrepreneurship in level  $p < 0.001$ . First hypothesis and its secondary hypotheses verified, so that by using entrepreneurship attributes measurement test, correlation between creativity and entrepreneurship for all subjects and also boy and girl subjects were  $r=0.52$ ,  $r=0.14$  and  $r=0.56$  respectively. In regard to entrepreneurship direction test, the correlation between creativity and entrepreneurship for all subjects, boy and girl subjects were  $r=0.44$ ,  $r=0.4$  and  $r=0.48$  respectively. Results of this hypothesis verified outcomes of performed researches by other authors (such as Solomon 1989, Shine 1994, Shower, Williams & Scot 1990, Carland & Stewart 1996) indicated that there is positive correlation between creativity and entrepreneurship. To describe these results, we can say there is covering between attributes of creative and entrepreneur persons. So that some researchers believe creative people don't scare to do uncommon services for group, to offer different ideas than group and unique conclusions (Getzels & Jakson 1962:59) and creative persons have high improvement motivation, high curiosity, more interest to order and discipline, self – representation and self – sufficiently, uncommon personality, discipline and stability, independence and deep knowledge (Stein, 1979: 153)

Also results shown there is significant correlation between self – efficiently and entrepreneurship in level  $p < 0.001$ , so second hypothesis and its secondary hypotheses verified. In regard to entrepreneurship attributes measurement test, correlation between self – efficiently and entrepreneurship for all subjects, boy and girl subjects were  $r=0.43$ ,  $r=0.38$  and  $r=0.5$  respectively and due to entrepreneurship direction test, the correlation between self – efficiently and entrepreneurship for all subjects, boy and girl subjects were  $r=0.36$ ,  $r=0.23$  and  $r=0.5$  respectively. These results verified the results of other authors such as Velch & White 1981, Hornadi 1986 and they indicate that there is positive correlation between entrepreneurship and self – efficiently. Corman (1977) purposed some hypotheses based on self – adjustment theory, one of them is that persons who consider their competence, It is very likely to be success in their works than people with low competence to do works.

The reason is that each of them act in agreement to their knowledge of their recognition (Korman, 1977:66) Also, results of multiple correlation shown that combination of predicative variable and entrepreneurship was in significant level  $p < 0.001$  according to entrepreneurship attributes measurement test the multiple correlation coefficient for all subjects was higher than simple correlation coefficient individually, so that it describes the combination of two variables 37.6% from entrepreneurship variance. In general, these results shown the relationship between psychological attributes (creativity, self – efficiently) and entrepreneurship.

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