

Effect of Emotional Intelligence Trait on Entrepreneurship Intentions

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ABSTRACT

the purpose of this research is the evaluation of the relationship between emotional intelligence trait and entrepreneurship intentions and attitudes toward entrepreneurship which its mediator variables statistical society of the present survey includes the M.A. students of Islamic Azad University and Guilan University which are 5927 individuals. (Guilan University = 3784 individuals and IAU of Rasht = 2143 individuals) the least number of the sample was defined using kokran limited sample. Sampling is determined through simple random sampling without replacement and data were collected through a questionnaire. Even though more than 350 questionnaires were distributed, only 326 correct questionnaire were collected and the results were analyzed based on the structure model. Results represent that attitudes toward entrepreneurship has a positive relationship with entrepreneurship intentions. Totally, with respect to structural statistics of the model and determined ratios it can be claimed that (analytic model of the survey) is satisfactory in determining and predicting the final dependent variable of the survey which is entrepreneurship intentions.

KEYWORDS: emotional intelligence trait, attitudes toward entrepreneurship, entrepreneurship intentions

INTRODUCTION

Nowadays challenges of employment or the subject of occupation and unemployment are not only one of the most important social issues but also considering the degree of growth in the last 2 decades it can be considered as the most important challenge of the next few decades. Solving this problem has faced the legislators of most countries with great challenges, in such a way that it can be stated that stability and downfall of some governments depend on solving the crisis of unemployment. Economical experts believe that for solving the crisis of unemployment, Iran is in need of economical development. However according to official statistics of the past few years, no particular movement is observed in economical development of the country. Specially in situation that according to estimations 800 thousand of human resources, seeking a job enter the employment market and 10 million un employed are predicted in year 1400, this issue is going to be one of the main challenges of socio-economical development in 4th plan and future plans until the year 1400. Yet the second idealistic objective in the instrument is a 20 years landscape for reaching the first place in science and technology throughout the south west of Asia. for this idealistic goal to come true some qualitative subjective are set for it in the fourth plan, from which are improving the motive to work, invention and entrepreneurship, such as improvement of entrepreneurship in higher education system, setting and operating training programs of entrepreneurship in universities of state exist in supporting instruments of 4th plan of development as a basic function (Barani&et al,2010,85-86).

As the entrepreneurship intention can be considered as preface and effective factor on entrepreneurship behavior and decision making for being entrepreneur and creating a new occupation, and considering that for setting a new profession there is a need for time and planning along with thought and knowledge, there for entrepreneurship decision can be known as a part of planed behavior that intention can be used properly for its prediction (Barani & et al, 2010, 86).

Intentions are a key concept that makes us we find the reasons for establishment of a new profession, which is entrepreneurship intention, intention is related with perspective and many researches confirm this issue (Franco et al, 2010, p261-262). Kroger believes the entrepreneurship intention as a conscious state before action and directive to a goal such as creating a job (Soleiman & Zarafshani, 2011, 111).

Our independent variable in this survey is emotional intelligence, which plays a role in creating entrepreneurship behavior. Those who enjoy higher emotional intelligence are more successful in creating a new and modern profession, in such a way that the more entrepreneur an individual, the more visible would be the role of emotional intelligence (kamalian&Fazel, 2011,135).

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Daniel Golman is someone whose name is much more tied to the subject of emotional intelligence.

By publishing his famous book titled (emotional intelligence) he changed the description of emotional intelligence to a great amount. He describes emotional intelligence: it is a skill that its owner can control himself through self conscious and improve it by managing skill. Through friendliness he can understand its effects and by management of relationships act in such a way that increases the motivation of himself and others (Yaghoobi& et al,2009,122).

Entrepreneurship is the symbol of effort and success in business affairs and entrepreneurs are the pioneers of business successes in society .their abilities in making use of opportunities, their power in creation and their capacity towards success are the factors that modern entrepreneurship is evaluated by them.

From the point of view of leadership, management, creation, functionality, preparing occupation , competition , exploitation and establishment of new companies , entrepreneurs have important role in economical development . According to a belief, there is a need for entrepreneurship revolution in societies. This revolution is much more important in current century than industrial revolution (Zarini&Dehbani,2009,10).

Objectives of the research

The objectives of the research contain the following steps:

1. Evaluating the amount of emotional inelegance of M.A students.
2. Evaluating the amount of perspective of M.A students towards entrepreneurship.
3. Evaluating the amount of entrepreneurship intentions of M.A. students.
4. Evaluating the relationship between variables according to model of research and the test of that model.

Question of the research

Considering the aforementioned items, the questions of the research are as follows:

Is there a positive relationship between Emotional intelligence trait and perspective to entrepreneurship and entrepreneurship intentions?

Theoretical background and hypotheses

Generally the desire of being entrepreneur can be believed as the preface and effective factor on entrepreneur behavior or decision on being entrepreneur and creation of a new occupation. There for everything which arises in this regard is that hw entrepreneurship intention forms in individuals and how we can persuade the. And what conditions and specific features effect the creation of entrepreneur ship intention and application for self – entrepreneurship (Barani&et al,2010,76).

Understanding the factors related to entrepreneurship intentions are important in that, intentions are the trusting predicting factors of entrepreneurship performance. The relationship between intention and action is defined by the theory of planed behavior which is one of the most comprehensive models of predicting the performance. In this model intentions are the main and key role of behavior and also are the mediator between perspectives and performances. Understanding this issue specially for students of M.A which comparing to others follow self-entrepreneurship has spectacular effect on economical growth and is of great importance (Zampetakis,2009,596) .

In this research we considered perspectives because according to researches done, perspectives are the best predictors for entrepreneurship intentions. Also there is a belief that perspective can be learned, even we can make changes to perspectives learned according to family trainings, social environment and occupation with training and teaching.

Since in this research Ajzen Model is used too, therefore it is proper to present more definitions in this regard. :

Icek Ajzen believes that individual's intentions causes particular behavior and explains its why.

If we become able to understand what is the intention of an activity then we can give opinions about the intentions of individuals on that activity .therefore the meaning of intentions are as follows: (Engle et al,2010,p38)

It is consumed that there are erective factors which effect behavior. They show how individuals behave or how much effort they put to plan or do particular behavior .generally the stronger the intention of an individual, they probably present better performance. Understanding intentions against behavior for understanding behavior results, is important as correlation of behaviors(same source).

Intention for doing a behavior forms the central element of planed behavior theory. Stronger intention for performing a behavior makes it more probable to happen.

Existing researches show that intentions determines 30% of variance of entrepreneurship behavior (soleiman& zarafshani, 2011,111). The result of previous researches show that factors of planed behavior effect significantly on entrepreneurship intentions. However the power of effectiveness on intentions in different studies differ from each other .. perspective, disciplines of society and self-functionality together have created 21 variance of intention for formation of a new occupation(same source) .

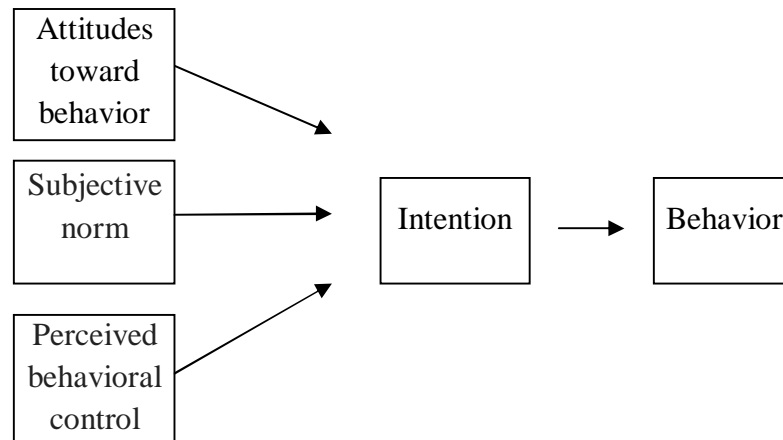


Figure1: (Ajzen Model)

Some researches have stated that models of intention towards entrepreneurship are best conditions for explaining the process of traditional entrepreneurship .they also concentrate on entrepreneurship perspective and believe that entrepreneurship intention can transform t activity by individuals and start a new business (Millman et al,2010,p573)

Hypos are as follows

Perspectives towards entrepreneurship include effective items .from the theoretical point of view it includes an effective and a cognitive item. Effective item is in relation with emotions and feelings with the goal of perspective. And cognitive item pays attention to ideas and thoughts related to the goal of perspective. Individuals with self emotional functionality have high tolerance on stress and stressful situations. Therefore it is more probable that they stay stable at the time a problem arises and seek for challenges.

These desires of self aptitude cognition might be related to the perspectives of starting work with high emotional self functionality which promotes the positive perspectives about the beginning of their work and low risk escaping situation(Zampetakis et al, 2009, P598).these hypos are presented as follows :

1. There is a positive relationship between EIT of students with entrepreneurship perspectives.
2. There is a positive relationship between entrepreneurship perspectives of students with their entrepreneurship intentions.
3. EIT (by entrepreneurship perspectives) has an indirect relationship with entrepreneurship intentions.

As per the aforementioned items the present research seeks to study the effective factors on entrepreneurship intentions according to the following model.

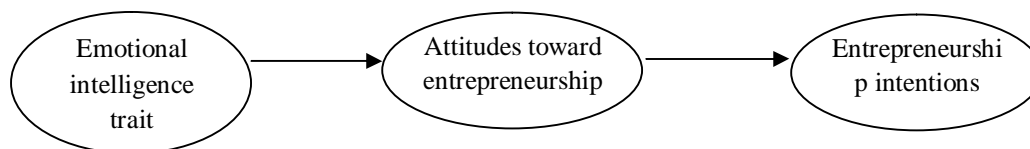


Figure2: Representation of the hypothesized theoretical model (Zapetakis et al,2009,p597)

Variables of research and definitions

Entrepreneurship intention

Generally in psychological literature, entrepreneurship intention is defined as one of the factors of planed behavior . in other words intention is one of the best predictors of behavior (Barani&et al,2010, 77).

Many patterns have been presented for evaluation of entrepreneurship intention .but in this research we use the pattern of planed behavior theory of Ajzen.

Kroger knows entrepreneurship intention as a conscious state before taking action and leader to a goal such as establishment of an occupation (soleiman&zarafshani,2011,110) . .

Dimensions of this variable includes: 1. Obligation for starting future business , 2 decision about how to do the business activity in future.

Attitudes toward entrepreneurship

Perspective to entrepreneurship can be defined as personal directionality to valuable activities in self entrepreneurship in future in the way of small businesses (Burger et al, 2005,p90) .

From the point of view of Kroger and others perspective to behavior is an individual and self variable which through that behavior is evaluated by the individual himself .

The function of this variable in researches of desire to be entrepreneur is in the way that how interesting the business is from the point of view of entrepreneur him self (Barani&et al,2010,79). Therefore, interesting idea of entrepreneurship, being strict in business in future are dimensions of this definition .

Emotional Intelligence Trait

The concept of EIT from the point of view of Petridise and others is as follows:

In this concept EI is a personal adjective which lies in deep layers of personality and is evaluated according to self-evaluation questionnaires. EIT refers to the heritage readiness of individual, it means that in emotional situations individuals usually behave in particular manner. At this level the concentration is not on what people know or what they can do but how they usually behave (Birami&et al,2011,17) .

Petrides and Furnham after contextual analysis of highlighted models of EIT , setting the constructs in articles have concluded the of sampling that EIT is organized in 4 sections of welfare, self restriction, emotionality, sociality (Petrides, furnham, 2006, p 553).

Therefore from the point of view of petrdise and furham EIT is defined as: the ability of individuals in understanding the feeling of others and creating a successful and effective relationship (Bordbar&konjkav,2011,124) .

This variable contains 4 dimensions as follows: (Siegling , 2010, p9)

Emotionality, self- control, welfare, sociality

METHOD OF RESEARCH

In this research the method used is descriptive – analytic .the framework of research are the students of M.A of IAU and Guilan University. Usually statistical society is represented by N, and the statistical society of this research is 5927 individuals. The capacity of sample is calculated by kokran formula of limited society .we should mention that despite distribution of more than 350 questionnaire, 326 questionnaire we collected correctly. Sampling method was determined through available sampling. In this survey the collecting method was survey and the tool used was questionnaire.

For collecting information for test of theories 5 questionnaires are used .for evaluating EIT a brief questionnaire of 30 choices about EIT is used. About entrepreneurship perspective according to the functional description this variable was evaluated with 2 questions. 1. The idea of becoming entrepreneur is interesting for me. I intend to become entrepreneur seriously .about the dependent variable which means the entrepreneurship intention considering the definition of Kroger 2 questions are used. 1. I intend to start my business activity in future. 2. I intend to try hard for my business activity.

Test of theories of research:

In this section we proceed to the tests of theories .for acceptance or rejection of each theory the structural model in standard form and significant numbers are used. The criterion for acceptance or rejection of each theory is that if (t) placed in side [-1.96 &+1.96) the theory is rejected, otherwise it is confirmed .

Table 1: Results of testing the hypotheses

| Hypothesis | sd | t | results |
|--|-------|------|-----------|
| H1. There is a positive relationship between students' trait emotional intelligence and their entrepreneurship attitudes | -0.01 | 0.17 | Rejected |
| H2. There is a positive relationship between students' entrepreneurship attitudes and their entrepreneurship intentions | 0.81 | 6.55 | confirmed |

The third theory of EIT has indirect relationship with entrepreneurship intentions .considering that there is no relationship between entrepreneurship perspective and EIT therefor no point of view can be stated about that.

DISCUSSION AND CONCLUSION

Findings show that EIT can be an important personality priority for perspective and entrepreneurship intentions. But this relationship is indirect and proactivity and creativity are the mediators.

As it was determined students with higher EIT can create proactivity by bearing stress and positive feelings. Also the relationship between EIT and creativity and perspective is proved in this manner. Therefore entrepreneurs show more flexibility and self confidence while facing stress.

The model is supported by this research therefore it can be a good base for teachers of entrepreneurship and legislators so that to expand the motivation for entrepreneurship among students.

Therefore it is suggested that by using consultation and preparing the life skills increase the degree of EIT to strengthen emotionality, self-control, sociability and welfare. Also by presenting entrepreneurship courses and training students act for empowering positive view to entrepreneurship.

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