

Survey of the Relationship between humans needs levels and their level entrepreneurship (A case study: Marand city)

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ABSTRACT

This article aims to investigate the relationship between employees needs level and their entrepreneurship. This study is descriptive correlation and applied. The statistical population consists of 1665 employees of industrial estates and production units in Marand city (Iran). The data were collected by interviews and author made questionnaire based on Maslow's hierarchy of needs. Its validity in terms of professors and experts in this field has been confirmed. The validity of the questionnaire was confirmed by scholars view points and the reliability was obtained according to Cronbach's alpha. For analysis of the data SPSS software package was used. The research results suggest that there is a relationship among need to succeed, need to self-discovery, need to growth, livelihood needs, security needs and motivational needs and entrepreneurship levels, but there is no relationship between health needs and entrepreneurship levels.

KEYWORDS: need to succeed, need to self-discovery, need to growth, livelihood needs, health needs, Security needs, motivation needs, entrepreneurship.

INTRODUCTION

During many years behavioral scientists have found that some people have a strong need to succeed and others as the majority seems do not feel to need to success. This phenomenon was considered by famous Harvard university psychologist Maryland for first time. He and his colleagues investigated this particular type of human need over 20 years. These researches lead to investigation of motivation subject and submission of theory of need to success in comprehensive way and Maryland's viewpoints about entrepreneurs were investigated. He defined entrepreneur as risk-seeking, moderate with attitude towards success. Peter Shpyro identified entrepreneur as who become pioneer to organize social and economic activities and accept the risk of failure. It can be said that there is no complete and comprehensive definition about entrepreneurship accepted by al scholars. So in this case there is consensus between scholars in theory and definitions of role of entrepreneurs in the development process proposed by the famous Austrian economist. According to Joseph Schumpeter entrepreneur is driving power of the economic development and engine of expansion and his role is to innovate or create new combinations of materials. Schumpeter called innovation as the main characteristic of the entrepreneur and defined his work as destruction of creativity. In his dynamic economic theory book points that dynamic equilibrium is established through innovation and entrepreneurship as characteristics of a healthy economy. So entrepreneurs are change agents that sometimes they caused to amazing progress.

1. REVIEW OF LITERATURE

There are different views about the definition of entrepreneurship and fully comprehension of the concept of "entrepreneurship" needs to be information about the interdisciplinary perspectives. Entrepreneurship has been defined based on its nature and attention of researchers in different fields of psychology, sociology, economics, and industry and even history (Jahangiri, 1387). Entrepreneurship is a quality that enables people to start a new activity or expand their existing activities with unbelievable power .Entrepreneurship is driver of economic, culture and society development. Growth and inclusiveness of this phenomenon can lead to the evolution and transformation of the national economy. Entrepreneurship is a process that entrepreneur offers new services and products by proposition of bossiness thought by risk taking (Hgy, 2004). Among scholars investigated this subject matter it can be refers to McClelland, John Stuart Mill, Brvkhavs, David Brch, Tymvnz, Collins, Moore, Myers, and Goldstein. The research emphasizes on entrepreneurs acquired features. Karylky (1980 by quotation of Magsoudi) pointed to some characteristics of these entrepreneurs as need to success, creativity and innovation, risk taking, setting goals, self-esteem, internal control, need to independence, motivation and commitment and stability (Rashid, 1996). Creed (1988) reviewed entrepreneurship literature and concluded that the main characteristics of successful entrepreneurs are need to independence, internal control, creativity, risk-taking and confidence. Another study was conducted at Durham University in England. In this study, 16 graduate entrepreneurs and small business owners of more than 100 small business were investigated and 7 major factors that has had most effect on the success of these individuals were identified which include:

Outlook: The ability to planning ideas about future activities that person likes his work to reach that point.

Need to success: motivation to succeed and ability to develop appropriate structures for achieving their goals.

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Need to independence: independence while ability to accept guidance and criticism of others.

Accounted risks: the ability to assess risks and develop strategies for reduction of these risks.

Willingness to use opportunities: the ability to grasp opportunities for development of business activities in various environments.

Internal control center: acceptance of personal responsibility instead of explaining success or failure of performance of work rather than by external factors, such as chance or accident.

Creativity and innovation: Several studies conducted in different countries and organizations have shown that commercial organizations and innovative managers often are in high level according to these needs. General efficiency of such people doubt in current and past conditions and offer new methods and ways and that lead to improvement of organization and country by breaking with tradition. Since these people are realistic about his abilities and do not allow others to intervene in their works work, they may see uncomfortable and unfriendly. If people with high achievement motivation have fundamental skills of human resource management they are considered the best managers (Mousavi, 2008). Thus, economic – political and social and personality characteristics of entrepreneurs intervene in the entrepreneurial process have gained attention of many researchers. Innovation and creativity, self-esteem, internal control resource, risk taking, independence, and achievement motivation in the community focuses on entrepreneurship and development. (Aghajani, 2006).

A selection of the background research on the subject include: Arshi and colleagues (2003) in research on the relationship between different levels of Maslow's needs and satisfaction in Ardebil University of Medical Sciences concluded that there is a simple and multiple correlation between needs and school anxiety and academic performance.

Biddokhti (2008) in a research on reasons for in attention among stuff and coping styles in Iran organizations concluded that most of the factors are not learnable because of their unknown nature and the alternative is not holding learning courses. One of the main management skills is familiarity with non-educational problems and finding control solutions for increase of personnel skills.

Kabiri and Mahmoudian (1386) in a research on the relationship between fear of success and need to development among Kerman economic and assets affairs and tax affair office stuff concluded that there is a significant relationship between fear of succeed and responsibility and there is significant relationship between fear of succeed and competitiveness and there is a significant relationship between fear of succeed and hardworking and there is a significant relationship between fear of succeed and targeting of the stuff. One of the important skills of being familiar with the management of non-educational problems and find solutions for increasing the skills of its personnel are in control.

Kabiri (2002) investigated the role of entrepreneurship and economic development of the private sector in Iran by following summary: income builders of society economy are four groups (Kyvsaky, 2005). The first group selected employment and prefer have permanent and trustful income (although less than others). Others tend to be their employee and don not accept different commands. These groups are self-employed, while some others strongly emphasize on maintaining independence to launch a major business trend. These individuals work in profitable positions without aim of achieve benefit at first. These people will have more income than other groups with high risk income. The fourth group is those that are not located in any of the groups listed. These people, who are not income self-seeking, but their capital, brought them income. They usually provide capitals for the second and third groups and receive their share. second and third groups have a special feature that distinguishes them from others. This is a special force that directs them to set up a new business. Without this particular force modern form of production was impossible. Even by all production force like work force and capital it is necessary to a force to combine these factors by bearing financial risk while producing wealth and valuable product this powerful force is called entrepreneurship in economics and management literature due to the challenging role that our claim does not occur without the production of entrepreneurship.

2. The research hypotheses

- 1-There is a relationship between the need to succeed and Entrepreneurship level of employee.
- 2-There is a relationship between the need to self-discovery and entrepreneurship level of employee.
- 3-There is a relationship between the need to growth and entrepreneurship level of employee.
- 4-There is a relationship between the livelihoods needs and entrepreneurship level of employee.
- 5-There is a relationship between the securities needs and entrepreneurship level of employee.
- 6-There is a relationship between the health's needs and entrepreneurship level of employee.
- 7-There is a relationship between motivational needs and entrepreneurship level of employee.

3. RESEARCH METHODOLOGY

The study is descriptive and correlation and applied from goal view point. The statistical population consists of all employees and workers in Marand industrial towns and production units by 1665 individuals according to Primary Industries Department of West Azerbaijan province. Sample size is 170 based on Morgan random sampling table and reliability of the questionnaire using Cronbach's alpha test is summarized in table 1.

Table 1: Variables calculating reliability using Cronbach's alpha

Variable	Validity	Average	Variance	Covariance	Correlation	Cronbach's alpha
Entrepreneurship	45	2.20	495	.02	.04	.899

Livelihood needs	24	2.01	1.23	.11	.09	.878
Health needs	26	2.22	1.32	.11	.08	.865
Need to succeed	23	2.32	1.25	.14	.01	.843
Need for growth	25	2.42	1.37	.12	.01	.823
Need for self-discovery	23	2.41	1.37	.17	.01	.876

4. CONCLUSION AND DISCUSSION

According to table (2), there is a significant relationship between the need to success and entrepreneurship level with significance $p=0/001$ and below $0/05$ and value is $r = -0/263$. The research hypothesis is confirmed and there is an insignificant and inverse relationship between two variables. However, the results of previous research have confirmed this hypothesis. McClelland (1961) and Atkinson (1977) in their separate efforts suggested interesting ideas about achievement motivation. McClelland says it seems that need to development is human personality relatively fixed trait and rooted in childhood experiences”.

According to table (2), there is a significant relationship between the need to self-discovery and entrepreneurship level with significance $p=0/001$ and below $0/05$ and value $r = 0/271$. This hypothesis is confirmed by research and a weak direct relationship between two variables is obtained. However, the results of previous research have confirmed this hypothesis. Creed (1988) reviewed the literature of entrepreneurship and concluded that need to independence, internal control, creativity; risk-taking and confidence are the main characteristics of successful entrepreneurs. Another study conducted at Durham University in England on 16 graduate entrepreneurs and more than 100 small business owners and 6 effective factors in the success of these individuals were identified as follows: 1.vision 2. need to success 3.need to independence 4. Accounted risks 5.tendency to use the opportunities 6.center of internal control

According to table (2), between the need to growth and entrepreneurship level with a significance $p=0/000$ under the $0/05$ the value $r = .031$ is obtained. The research hypothesis is confirmed and a weak direct relationship between two variables is considered. However, the results of previous research confirm this hypothesis. Alderfer suggested his theory in an article titled new theory of human needs that covers followings: 1. Existence needs, 2. Dependency needs, and 3. Growth needs. These needs include Maslow's model physiological and safety needs. According to table (2), between the livelihood needs and the level of entrepreneurship with a significance $p=0/000$ under the $0/05$ the value $r=-0/369$ is obtained. The research hypothesis is confirmed and there is a significant weak inverse relationship between two variables. In this study it was found that there is a significant relationship between the level of entrepreneurship and livelihood needs among staff. However, the results of previous research confirm this hypothesis. McGregor (1960) with modifications in Maslow's theory classified the hierarchy of needs as follows: Physiological needs include the need to food, water, need to sleep, need to breathe, and sexual needs and so on these needs cannot be left for a long time and must be satisfied before others. In normal conditions, when a person is hungry or thirsty he does not pay attention to issues. When physiological needs are satisfied safety needs are dominated. Human requires avoiding health risks, threats and deprivation (nutritional, sensory, motor, etc.). The employees need to job security and work in a place that unpredictable policies don not their dissatisfaction in other case this trend leads to difficulties. After meeting physiologic needs, social needs cause to behavioral excitement.

According to table (2), between the security needs and the level of entrepreneurship with a significance level $p = 0/000$ under the $0/05$ and the value is $r = -0/312$. The research hypothesis is confirmed and there is a significant weak inverse relationship between the two variables. However, the results of previous research confirm this hypothesis. According to table (2), between the health needs and the level of entrepreneurship with a significance level $p = 0/721$ over $05/0$ and the value is $r = 0/019$. The research hypothesis is rejected. Meanwhile there is no significant relationship between the health needs and entrepreneurial employees. According to table (2), between the motivational needs and level of entrepreneurship with a significance level $p = 0/000$ under the $0/05$ and the value is $r = 0/378$. The research hypothesis is confirmed. And an insignificant direct relationship between two variables is obtained. While Maslow recognizes that hierarchy of needs can be generalized to all individuals, in a comprehensive study of the theory McClelland and et al concluded that the mutual interaction between individual and environment and community lead to special needs.

Table 2: Pearson correlation test between employees needs level and entrepreneurship

Variable	need to succeed	need for self-discovery	need for growth	livelihood needs	Security needs	health needs	motivation needs
Level of	$r = -.263$	$r = .271$	$r = .031$	$r = -.369$	$r = -.312$	$r = .019$	$r = .378$
Entrepreneurship	$p = .001$	$p = .001$	$p = .000$	$p = .000$	$p = .000$	$p = .721$	$p = .000$
	$n = 166$	$n = 166$	$n = 166$	$n = 166$	$n = 166$	$n = 166$	$n = 166$

5. Research suggestions

There was a direct relationship between entrepreneurship Self-actualization needs. Therefore it is necessary to hold communicative and marketing classes to promote self-actualization in order to increase the scope of entrepreneurship.

Demographic factors influence on entrepreneur and it shows that emotional intelligence based on personal experience is effective in entrepreneurship and play an important role, so it is recommended professional seminars to be held in this field.

-In this study it was found that motivation is directly related to entrepreneurial success. Therefore it is necessary to use poster or booklet in order to enhance the success motivation of offer information about the characteristics of successful people and successful companies to increase risk taking characteristics and develop entrepreneurship scope.

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