

Entrepreneurial Management role for small and middle business entrance to international market (case study: small and middle firms of Rasht industrial city)

Dr. Mehrdad Godarzvand Chegini¹, Dr. Mohamad Taleghani², Roghaieh Zibachehreh³

1. assistant professor, Islamic Azad University, Rasht, Iran

2. assistant professor, Islamic Azad University, Rasht, Iran

3. MA, Business management, Islamic Azad University, Rasht, Iran¹

**Corresponding author email:* maryampornemat@yahoo.com

ABSTRACT: One the main local policy in many countries is internationalization of small and medium business. A basic logic which support mentioned policy is that internationalization is appropriate for small companies. The aim of this survey is examination effect of entrepreneurial management role, as an independent variable, in entrepreneurial culture, development trend, Reward Philosophy, management structure, strategic trend and resource trend to enter a small and medium business in International markets, as a dependent variable. Boards of directors' members of small and medium companies in Industrial complex, Rasht, Iran, were as statistical samples. Dates were obtained using questionnaires and analyzed by SPSS (Version 18). Hypotheses were examined by K2-test. Results showed that entrepreneurship management have significant and positive correlation with entering.

Key words: small business, medium business, Entrepreneurial Management, Rasht industrial city

INTRODUCTION

Entrepreneurship is creating new company that is necessary for new job opportunity among economy. Independent entrepreneurship include creative activities which create people who outside of organizations (Chirman, 2012). Business owner and entrepreneur mostly used each other. Today entrepreneur consider as economy developer that play an important role at economy growth, and social welfare. Creating small and middle enterprise (SME) and support them are one of the priority of economic development at most developed countries. SME has significant role to increase innovation and exports (Nyroun, 2005).

Entrepreneur is a multidimensional activity that applies at different firms. It is not just only for profits, but also for development. Organizational entrepreneurship is process among which people seek to new opportunity apart from organizational resources or do some activities with other coworker. It causes to individual and social value (Zampetakis et al, 2010).

The aim of this article is entrepreneurial management role for small and middle business entrance to international market. At second part, we have materials and methods, at this section, theoretical framework will explain. Finally, result and discussion consist of research finding.

MATERIALS AND METHODS

Organizational entrepreneurship involved some activities that lead to new income and profits, and also entrepreneurship is new development of business and product. At first, Organizational entrepreneurship is a personal activity while firm's entrepreneurship is an activity that related to firm (Gapp and Fisher, 2008). Firstly, researchers believed that all entrepreneurs should have car or be owner, but today's all people know that

entrepreneurs may work for an organizations and firms hire them.it trace back France ancient economy and who is work with least amount of resources (Antahi et al, 2009).

Entrepreneurship seeks to create new opportunity for different people at firms. There are 2 factors for them:

Knowledge that gain during education or job experience

Cognitive characteristics like motivations (Santos et al, 2012).

Entrepreneurship training is critical for developing countries. Although firms gain more advantage, 56 percent of new business gets fail during 3 first years, and 69 present of them fail at sixth year. Because of this, universities try to set these units. Block and Stopm (1992) believed entrepreneurship training effects will be clear during the long time (Peltier et al,2010).

Ros (2010)believed that international market selection strategy is a holistic plan which consists of goals, and some policy. These can be applicable during the long time. Managersset an entrance strategy that they must make decision for market or production selections. These are:

Select a target market

Determine goals and target

Select the way for enter the market

Marketing plan for influence the market

Economists consider a firm can enter the market by 2 ways:

Export production to foreign country

Invest some capital at target market (Zahra et al, 2007).

Fig 1 indicates the research conceptual framework.

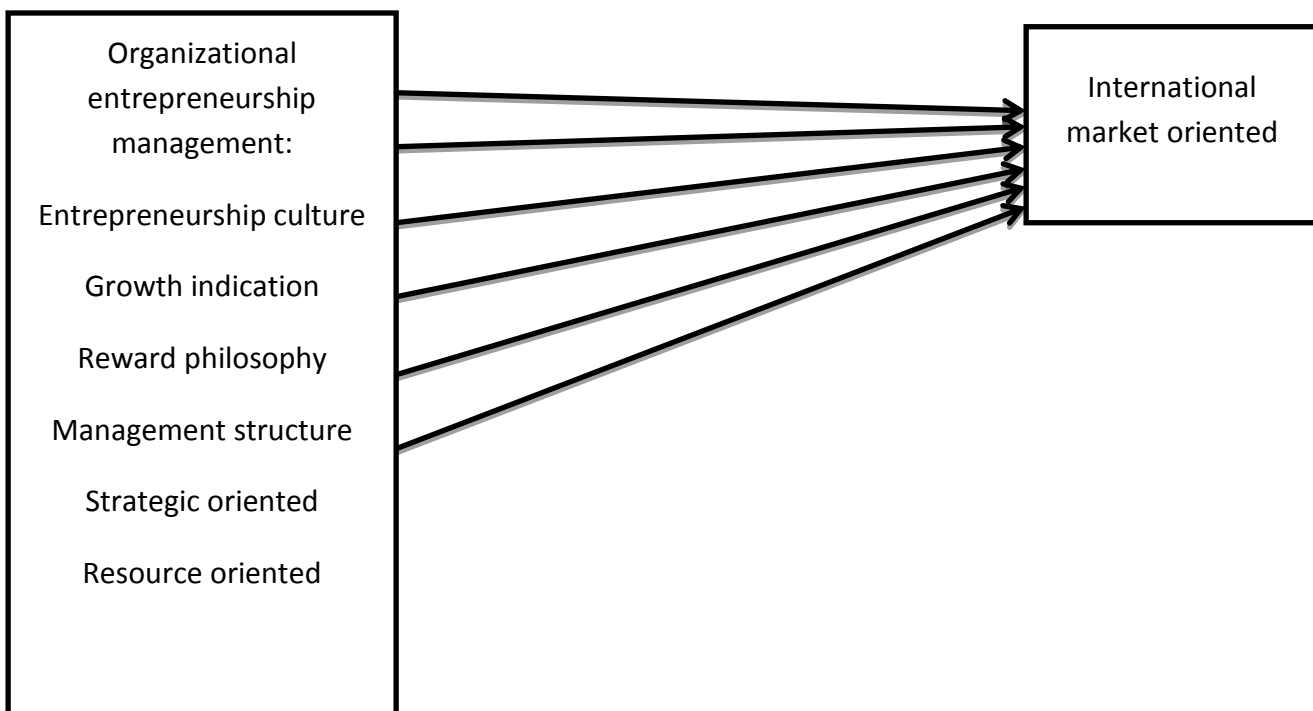


Figure 1. research conceptual framework

Research hypostatize are as follow

The main hypostatize is

There is significant relationship between entrepreneurship management and small and middle business entrance to international market.

And, subscript hypostatizes are:

There is significant relationship between management structure and small and middle business entrance to international market.

There is significant relationship between reward philosophy and small and middle business entrance to international market.

There is significant relationship between growth indication and small and middle business entrance to international market.

There is significant relationship between entrepreneurship culture and small and middle business entrance to international market.

There is significant relationship between resource oriented and small and middle business entrance to international market.

There is significant relationship between strategic oriented and small and middle business entrance to international market.

Statistical population of this study is firms which are on Rasht's industrial city. There are 68 firms. Sample was estimated on Kocran Formula. Data was gathered by questioner that its validity figured by Corenbach alpha. It is 0.884. So, it has high validity. Data analyzed by chi-square test and SPSS.

Findings

Following, there are hypostatize test.

The main hypostatize is:

There is significant relationship between entrepreneurship management and small and middle business entrance to international market.

Table1. chi-square between entrepreneurship management and entrance to international market

sig	v-cramer	df	Chi square	N	Criteria
0050/	4590/	2	10/574	50	entrepreneurship management and entrance to international market

Table1 indicated that the significant level is lower than 0.05. So, main hypostatize is accepted and there are significant relationship between entrepreneurship management and entrance to international market.

And, subscript hypostatizes are:

There is significant relationship between management structure and small and middle business entrance to international market.

Table2. chi-square between management structure and entrance to international market

sig	v-cramer	df	Chi square	N	Criteria
0330/	3690/	2	6.796	50	management structure and entrance to international market

Table2 indicated that the significant level is lower than 0.05. So, hypostatize is accepted and there are significant relationship between managementstructure and entrance to international market.

It shows that if small and medium firm at Rasht industrial city pay more attention to management structure, it effect on their entrance on international market.

There is significant relationship between reward philosophy and small and middle business entrance to international market.

Table3. chi-square between reward philosophy and entrance to international market

sig	v-cramer	df	Chi square	N	Criteria
0340/	3680/	2	6.763	50	reward philosophy and small and middle business entrance to international market.

Table 3 indicated that the significant level is lower than 0.05. So, hypostatize is accepted and there are significant relationship between reward philosophy and entrance to international market. In other words, if firms on Rasht industrial city change their reward philosophy, they can increase their chance to entrance international market.

There is significant relationship between growth indication and small and middle business entrance to international market.

Table4. chi-square between growth indication and entrance to international market

sig	v-cramer	df	Chi square	N	Criteria
0450/	3520/	2	6/203	50	growth indication and entrance to international market

Table4 relationship between growth indication and entrance to international market. Also, intensity relationship between these criteria is 35/2percentage. Growth indication means their inclination to enter international market that is high at Rasht Firm industrial city.

There is significant relationship between entrepreneurship culture and small and middle business entrance to international market.

Table5. chi-square between entrepreneurship culture and entrance to international market

sig	v-cramer	df	Chi square	N	Criteria
0260/	3820/	2	7/308	50	entrepreneurship culture and entrance to international market

Table 5 indicated that the significant level is lower than 0.05. So, hypostatize is accepted and there are significant relationship between entrepreneurship culture and entrance to international market. Also, intensity relationship between these criteria is 38/2percentage. Entrepreneurship culture will increase the firm's indication to enter international market.

There is significant relationship between resource oriented and small and middle business entrance to international market.

Table6. chi-square between resource oriented and entrance to international market

sig	v-cramer	df	Chi square	N	Criteria
0360/	3650/	2	6/675	50	resource oriented and entrance to international market

Table6 indicated that the significant level is lower than 0.05. So, hypostatize is accepted and there are significant relationship between resource oriented and entrance to international market. Also, intensity relationship between these criteria is 36/5percentage.

There is significant relationship between strategic oriented and small and middle business entrance to international market.

Table7. chi-square between strategic oriented and entrance to international market

sig	v-cramer	df	Chi square	N	Criteria
0360/	3640/	2	6/622	50	strategic oriented and entrance to international market

Table 7 indicated that the significant level is lower than 0.05. So, hypostatize is accepted and there are significant relationship between strategic oriented and entrance to international market. Also, intensity relationship between these criteria is 36/4 percentage.

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