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An Empirical Study: Investigating the Relationship between "Use the Assistant of Mentors" and "Entrepreneurial Opportunities Recognition" (Case Study: Managers of Manufacturing Companies of Detergent Material)

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Abstract

The concept of knowledge and opportunity with combination approach is one of the major topics in the field of entrepreneurship because they identify the right business opportunities, is the basis for successful entrepreneurial process. In terms of subject domain, this research has done to investigate the relationship between Use the Assistant of Mentors and the Entrepreneurial opportunities recognition in Middle and Top Managers of Manufacturing Companies of Detergent Material, in terms of location domain, this study has done for Manufacturing companies in Karaj City, in terms of time domain, this research has been done on 2015.statistical population of this research constitutes the Middle and Top Managers of Manufacturing companies in Karaj City. The number of 140 people as sample size by using the Cochran sample size formula was selected. This research according to purpose is considered as applied research and in terms of the methodology, it is descriptive - correlation and with considering the time of data collection, this research is descriptive cross-sectional. Also for data collection was used Questionnaire method, data with statistical software in two levels of descriptive and inferential statistics by using Structural Equation Model (SEM) model was analyzed. All Hypotheses in level of 5 percent confidence were confirmed and the results showed that, Social factors and Also Use the assistant of Mentors have significant effect on Entrepreneurial opportunity recognition.

Keywords: Entrepreneurial opportunity, manufacturing companies of Detergent Material, Use the Assistant of Mentors

Introduction:

In recent decades, the development issue by tendency to market forces, reduce involvement, and help to state led to the role of manager in this area, more than ever be sensible. What has always occupied the minds of economists is that the causative agent of wealth or value added in society who or what is? The scholars along with experts in management and sociology have other concerns and that is what are the reason of achievements of developed countries and what is the cause of underdevelopment than other countries? The scientists found that after extensive investigations are effective, capable, and creative people as entrepreneurs answer these questions. Entrepreneurs bring interests and many benefits for society that some of them create jobs, encourage investment, create and develop new markets, promote competition, organized for effective use of their resources, deal gap and problems of the market.

Research problem:

The main feature of today's economy is rapid change. In such an economy, countries can be successful that have adapted to these changes. Countries that are more entrepreneurial activity and entrepreneurial by nature to adapt to changes, capable in the world economy, gain a better position.

In recent years, numerous studies have conducted extensively in the field of entrepreneurship and entrepreneurs now need to investigate the phenomenon of entrepreneurship and entrepreneurs who regarded as the most suitable solution for economic development. Entrepreneurs located at the top venture businesses are always looking for opportunities and creativity, often regarded as a tool for their success. Entrepreneurship is now an important area for study and research is crucial to economic growth and can help communities increase productivity and access to technology, help to produce new products and services.

From the above, the importance of entrepreneurship and entrepreneurs to economic development is clear. Entrepreneurship has a direct impact on social, economic and cultural development in community, and the greater community participation in entrepreneurial activities that will develop faster.

Since that opportunity is one of the most important aspects considered in, entrepreneurship so discover and create opportunities is one of the pillars of the entrepreneur. Peter Drucker views entrepreneurship from individual perspective into consideration and entrepreneurs not only change agent, but also that they are people the use opportunities (technology, consumer preferences, social benefits, etc.) well and using the changes, create new things. According to this definition, an entrepreneur is always looking for change and show sensitivity and uses a unique opportunity. Hence, entrepreneurship is a vital tool in economic development that shows the main impact through job creation and to achieve this, facilitate cultural and community preparation considered.

Opportunity defined, as a set of conditions require a product, service or creates a new business. However, recognize the opportunity to understand the process of the feasibility of a product, service or business is profitable (Kumar, 2004). In other words, an opportunity till recognized cannot be exploited. This phenomenon involves the study of entrepreneurship as a source or sources of opportunity, the process of

discovery, evaluation and exploitation of opportunities, and finally a series of discovery, evaluation and exploitation known. Entrepreneurs turn the process of identifying new opportunities and exploitation of opportunities (Davidson, 2003).

According to above subjects, this research investigates the relationship between Use the Assistant of Mentors and the Entrepreneurial opportunities recognition in Managers of Manufacturing companies of Detergent Material in Karaj City.

Research Literature:

In the research of Sedigheh Yeganegi, (2004) under title "the investigating the effective information social resources on opportunities recognition in small and medium business of food industries in Tehran city" these results were obtained:
1-entrepreneurs rely on a greater extent to a trainer and consultant in his field was more likely to discover opportunities for their business. 2-The entrepreneurs rely on family members and close friends in identify opportunities for business will have a positive impact.

The research of Qanbar Mohammadi Ilyasi, Neda Rokni, Seyed Komeil Tayyebi as the role of Social factors in identifying entrepreneurial opportunities in 2011, entrepreneurs based in science and technology parks in Tehran were studied and the following results were obtained. Four dimensions of Social factors include social resources information, structure, relationships; content of relationship and methods of data transfer on entrepreneurial opportunity recognition is effective. Moreover, combination use of strong and weak relationships can increase the probability of identifying opportunities among entrepreneurs.

In the study of Shahriar Azizi, Ali Reza Motameni, Amir Reza Abdullah Poor pattern of individual and social factors affecting entrepreneurial opportunity recognition, in 2012, examines the top entrepreneurs in the province of Tehran, it was found that social factors in determining entrepreneurial opportunities is impressive and social strong relationship recognition has not significant relation with entrepreneurial opportunities. In contrast, the positive impact of social weak ties on recognizes opportunities confirmed. Use the assistant of Mentors on the entrepreneurial opportunity recognition not effective.

Nastaran Zamani Rod and Fahime Babulhavaeji in his research: assessing the relationship between social capital and social entrepreneurship in academic libraries in Tehran in 2015.140 questionnaires among academic librarians working in libraries in 13 universities affiliated to the Ministry of Science, Research and Technology with degrees BA and higher distributed and achieved these outcomes. Focus on social capital and social entrepreneurship, the recognition of opportunities and use them can be fully effective in relations between the scientific community and the exchange of information on scientific libraries and networks.

Aldrich and Zimmer (1986) examined the impact of various social relations began to recognize opportunities and to this conclusion that the diversity of relationships between people, the concept makes it easy to identify opportunities.

Singh and his colleagues researched the topic of Social factors in 2000 concluded opportunity identification through Social factors play an important role in identifying opportunities by entrepreneurs and network size and number of weak ties, a significant positive correlation with identification of the opportunity

Research, Richard Dlabarka in 2002 on the review process, identify opportunities between entrepreneurs, start-ups and established it was concluded that budding entrepreneurs, faster entrepreneurial opportunities to identify and evaluate and confidence higher, their self-efficacy higher, fearing defeat on entrepreneurs established reduced . Davidson and Hvnyg (2003) study, the relationship between social relations content to explore and exploit opportunities examined in this study considered the content of social relations in the social network entrepreneurs.

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Simon Jankoff et al. in 2006, among 400 entrepreneurs and 540 non-entrepreneurs with same age, gender, education and place in 7 cities in Brazil examine what led to the creation of an entrepreneur is concerned. They assessed the relationship between willingness to take risks, self-confidence, family background and Social factors and concluded social factors not play a significant role in determining the success of starting a business. Nevertheless, most parent's smart and human capital, and no evidence has not found that entrepreneurs from non-entrepreneurs is more self-esteem and reliability too much is not good for business success (Jankoff et al. and Ebrahimian,). Uzgen and Baron (2007) educators and social factors in identifying opportunities to study and concluded that the role of educators and informal Social factors as social resources in the detection of entrepreneurial opportunities is positive.

Researchs of Watch Global Entrepreneurship (2008) about Social factors in five countries, including Iran shows Iranian consult less with their customers as sources of information and consult with their family

members. Research of Alicia Mine, Pack Hui Su, Nancy Santos (2014) establish the decision entrepreneurial role in diagnosis and the opportunities and have concluded that the entrepreneurs for natural replication of opportunities and decision-making, can respond to environmental changes. Research theory of explore the possibilities of entrepreneurship, knowledge and decision-making (2014) by Frederick Lyons and Robert Doccor concluded that entrepreneurs understand new discovered opportunities and achieve to more innovative and better decisions.

In the research of Mathilde Ruiz Arroyo et al. as consciousness and previous knowledge to identify opportunities for entrepreneurship: The role of Social factors management (2015) determined that prior knowledge have a negative impact on identifying entrepreneurial opportunities and reverse Social factors have a positive impact on consciousness and identify opportunities.

Conceptual model:



Research Hypotheses:

1-There is positive and significant relationship between social factors and the Entrepreneurial opportunities recognition of Managers in manufacturing companies of detergent material in Karaj City

2- There is positive and significant relationship between Use the assistant of Mentors and the Entrepreneurial opportunities recognition of Managers in manufacturing companies of detergent material in Karaj City

Research Methodology:

This research according to purpose as applied research is evaluated and in terms of the methodology, it is descriptive – correlation and also with considering the time of data collection, this research is descriptive cross-sectional.in this study for data collection by Questionnaire method has been used. statistical population of this research constitutes the top and middle Managers of Manufacturing companies of detergent material in Karaj City that number of them are 220 people .The number of sample size constitutes the 140 people from top and middle Managers of Manufacturing companies of detergent material in Karaj City. The number of questions of questionnaire is 24 questions that in two sections have provided. The first section, demographic and the second sections are based on the conceptual model.

Testing the Research Hypotheses:

Correlation coefficient:

First Hypothesis:
There is positive and significant relationship between social factors and the Entrepreneurial opportunities recognition of Managers in manufacturing companies of detergent material in Karaj City

There is not positive and significant relationship between social factors and the Entrepreneurial opportunities recognition of Managers in manufacturing companies of detergent material in Karaj City
H0: $\rho = 0$

There is positive and significant relationship between social factors and the Entrepreneurial opportunities recognition of Managers in manufacturing companies of detergent material in Karaj City
H1: $\rho \neq 0$

Table 1: Results of Testing the Pearson correlation coefficient between social factors and the Entrepreneurial opportunities recognition

	Social factors	
Entrepreneurial opportunities recognition	Pearson correlation	0.784
	Sig	0.000
	N	140
p < 0.001**		

Second Hypothesis:
There is positive and significant relationship between Use the assistant of Mentors and the Entrepreneurial opportunities recognition of Managers in manufacturing companies of detergent material in Karaj City.

There is not positive and significant relationship between Use the assistant of Mentors and the Entrepreneurial opportunities recognition of Managers in manufacturing companies of detergent material in Karaj City
H0: $\rho = 0$

There is positive and significant relationship between Use the assistant of Mentors and the Entrepreneurial opportunities recognition of Managers in manufacturing companies of detergent material in Karaj City

H1: $\rho \neq 0$

Table 2: Results of Testing the Pearson correlation coefficient between Use the assistant of Mentors and the Entrepreneurial opportunities recognition

	Use the assistant of Mentors	
Entrepreneurial opportunities recognition	Pearson correlation	0.612**
	Sig	0.000
	N	140
p < 0.001**		

According to results of above tables, since the significance level is less than 0.05 and the conclusion is that the (null hypothesis) H0 is not confirmed and the H1 (Research hypothesis) is confirmed. As can be seen, in level of 99 percent there is direct and significant relationship Characteristics and correlation coefficient between them Respectively is equal to 0.784, 0.793, - 0.743, 0.612

Research Findings:

According to the research findings, manufacturing companies of detergent material in Karaj City in the variable of social factors and its dimension have almost suitable status. These companies had in characteristic of social factors (Mean 4.203 and Standard Division 0.405) and T test have confirmed results significant. But, in terms of the use of assistant of Mentors Characteristic (Mean 4.252 and Standard Division 0.544) had favourable situation and in the first rank, has located.

Results of the Research Hypotheses:

First Hypothesis:

There is positive and significant relationship between social factors and the Entrepreneurial opportunities recognition of Managers in manufacturing companies in Karaj City.

The results of the first hypothesis show of a significant correlation have between social factors and recognize the opportunity. As a result is said to there is a direct and positive correlation between social factors and recognize opportunities direction by LISREL software analysis showed that the association confirmed. The relationship between social factors on the Entrepreneurial opportunities recognition with (factor loading 0.78, significant number 3.93) was confirmed. As a result, social factors have effect on the Entrepreneurial opportunities recognition in Managers of manufacturing companies in Karaj City. Based on these findings, the content of social relations (trust, a spirit of exchange information and shared identity) in identifying entrepreneurial opportunities has a significant impact. This means that if one of the indicators of social relations (such as trust) among members of the social factors enhanced opportunities detection by entrepreneurs increased. The structure of social relations has a great impact on the recognition opportunity. This hypothesis confirms findings of Kavoosi and Kiasi.

Second Hypothesis:
There is positive and significant relationship between Use the assistant of Mentors and the Entrepreneurial opportunities recognition of Managers in manufacturing companies in Karaj City.

The findings of the fourth Hypothesis show of significant correlation have between Uses the assistant of Mentors on opportunity recognition. As a result is said to there is a direct and positive relationship between Use the assistant of Mentors on opportunity recognition. In additional, results of path analysis by LISREL software showed, that relationship between Use the assistant of Mentors on opportunity recognition with (Factor loading 0.63, significant number 4.85) was confirmed. As a result is said that Use the assistant of Mentors has effect on the opportunity recognition of manufacturing companies of Karaj City. This hypothesis knows effective, the results of Yeganegi Research; rely on coaches to explore of opportunities and positive effect of coaches on opportunity recognition by Uzgen and Baron confirmed.

Conclusion:

All the research hypotheses in this study (hypotheses 1 to 4) were approved. Because of T Path coefficient for all variables was more than 1.96, thus all hypotheses will be confirmed .It can be seen that social factors have significant effect on the Entrepreneurial opportunities recognition. This research shows that social factors effect on the opportunity recognition. This research shows that the role of education and training in promote entrepreneurship and opportunity. Enhancing relationship among research center, academic research and entrepreneurial activities, and modelling the business scope increase the efficacy of these entrepreneurs will be effective. Specialized counselling center and trained counselors in the field of entrepreneurship and opportunities detection and related training opportunities are effective in detecting skills.

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