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Promoting Entrepreneurship by Using Social Capital Accumulation and Knowledge Management

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Abstract

This study aimed to determine the relationship between social capital and knowledge management with the entrepreneurial process in the city of Yazd Social Security Organization and valleys have been done. This article is a descriptive research with survey method and the correlation is done. The population of all the staff who run social security agencies to do Yazd and Bafgh of whom 151 were selected using stratified random sampling. The standard questionnaire to collect data and five-point Likert scale was used. Cronbach's alpha coefficient was used to assess the reliability of the questionnaire. Analyzing data, descriptive and inferential statistics using SPSS software and structural equation modeling analysis was performed using Lisrel software. The results show that social capital can influence knowledge management and entrepreneurial orientation. The three dimensions of social capital structure, cognitive, and relational directly on knowledge management and entrepreneurial orientation and indirectly affects only the relational dimension of social capital affects social interaction on knowledge management. There is a significant relationship between knowledge management and entrepreneurial orientation. And the results showed that the diversity of knowledge and application of new knowledge at the time of the introduction of new services is an important source of entrepreneurial tendencies.

Keywords: Social Capital, Entrepreneurial Orientation, Knowledge Management

Introduction:

Today, organizations such as the rapid technological changes, competition, complex, rapid growth in the number of new competitors, distrust the traditional methods in organizational management, leaving some of the best and brightest employees from organizations, international competitiveness, small to large organizations and Mail to increase overall efficiency and productivity, are facing. Among these organizations can be competitive with taking an active role and impact of entrepreneurship support. So, now operating as stimulating entrepreneurship and competition, innovation and lubricant change and speak of equilibrium in a dynamic economy. However, various studies show that despite the importance of innovation and entrepreneurial organizations to compete in today's world have adopted but have not been successful in providing innovation and entrepreneurship (entrepreneurship World Watch, 2008).

In support of this issue, the result of research, Krueger (2007) shows that 56 per cent of entrepreneurial businesses fail in the first four years of their launch with. Why this issue has encouraged us to explore the promotion of entrepreneurship by using social capital accumulation and knowledge management pay. Without a doubt one of the most important business platform for developing entrepreneurship and development of knowledge, so researchers have expressed a sustainable competitive advantage can be achieved only through the application of knowledge for innovation. And social capital as a social phenomenon, the creativity, the idea of breeding, facilitate innovative behavior, risk-taking that entrepreneurial activity plays an important role. Because entrepreneurship is a social and economic process. According to the undeniable entrepreneurial knowledge management and social capital seem to understand the role and impact of entrepreneurship on social capital and knowledge management is important, to achieve this, the present study seeks to explore the relationship between entrepreneurship and knowledge management and social capital in the city of Yazd social security organization and the Bafgh.

Theoretical basis of research:

The relationship between social capital and entrepreneurship

The researchers looked at a phenomenon of social entrepreneurship - an economy that is located in a network of social relations. Wiklund believes that in addition to economic factors such as market advantages and investment that affect entrepreneurship, non-economic factors such as the network of social relationships can also affect the phenomenon of entrepreneurship. Social capital as a social phenomenon, creativity, nurturing ideas, facilitate innovation and risk-taking behaviors that are considered as indicators of entrepreneurship (Coleman, 1990, p. 100). resulting in the presence or absence of social ties and social connections affect the nature of the business. The entrepreneur based in social groups that have more social capital, are likely useful items are located within the network. So, more likely to be able to effectively detect and exploit business opportunities (Alistair and Anderson, 2002, p. 32).

A significant problem faced by entrepreneurs, lack of access to information for decision-making to address new business. Putnam (1993) argues that membership of the network is to strengthen entrepreneurial activity, because it puts the person's membership of sources of useful information. To

engage in entrepreneurial activity, people should not monitor environmental changes and the impact of these changes on your new business assessment (Milliken, 1996, p. 123). Entrepreneur inability to predict commercial success, creates an environment of uncertainty that can impede entrepreneurial activity he is addressing. However individual networks, provide the skills and knowledge that reduce ambiguity inherent in the entrepreneurial process (Janysvn, 1996, p. 123).

Roof (2002) The role of social ties in the production of innovative ideas to be examined. And came to the conclusion that can be connected to community groups who are expected to provide valuable ideas and creativity have enough. A total orientation towards innovation among entrepreneurs is a function of the types of social relationships that entrepreneurs are located. Experimental and theoretical studies about the relationship between social interaction and other aspects of entrepreneurial risk-taking that are carried out (Nahapiet and Goshal, 1996, p. 250). On the other hand, social communications to detect and identify threats and opportunities and environment through applying measures to thwart the development of pioneering environmental uncertainty (other indicators of entrepreneurial organization) lead (Kohli and Jaworski, 1999, p. 300). The use of social interactions in organizations in this communication will benefit not only the participants, but also with organizations reduce the cost and response time needs and threats to acquire benefits. Recent research suggests a link between network size (number of interactions and links) with innovation, renewal and entrepreneurship. The role of networks in strengthening innovation and development of new ideas in recent studies (Barrett, 2000, p. 42) and research findings support this theory. In general, the relationship between social capital and entrepreneurial organizations, scholars have different opinions, but most of them emphasized that social capital provides fertile ground for the development of entrepreneurial capabilities, in other words, the majority of researchers to strengthen social capital is regarded as one of the factors in promoting entrepreneurship. And the role of social capital indicators of entrepreneurial activity and entrepreneurial processes and the positive influence of social connecting insist.

The relationship between knowledge management and organizational entrepreneurship

In unstable condition and current complex organizational innovation that requires the development of new products and services and administrative systems, as an important source of sustainable competitive advantage is considered (Brockman and Morgan, 2003, p. 390). Innovation is the process of collecting, sharing and applying knowledge and explicit objective encompasses (Huang et al., 2010, p. 427). For this purpose, an innovative organization, its close association with the use of knowledge resources (Brockman and Morgan, 2003, p. 356). Knowledge management approach that knowledge and organizational skills in order to create value and improve organizational effectiveness, strengthen (Gold et al., 2001, p. 195). Thus, firms with higher levels of knowledge management, can their ability to respond to rapid changes and development of innovative ideas and innovation in product and service upgrade (Scarborough, 2003, p. 514). Effective knowledge management, knowledge and processes to facilitate innovation and promote the vision of using innovation and new abilities of the (Lakshman, 2009, p. 343). As stated, ideation and innovation are considered essential in the process of entrepreneurship (Baringer and Ireland, 1388, p. 29). Therefore it can be concluded that knowledge management can be a vital role to play in supporting and establishing entrepreneurial organization. Develop and acquire new knowledge with existing knowledge

be stored organizational knowledge change the quantity and quality of available knowledge in order to create ideas and innovation increase (Gold et al., 2001, p. 195; Renko et al., 2001, p. 590) . Knowledge-based view suggests that knowledge gathering activities increase the company's ability to create innovation in organizations (Liu et al., 2009, p. 165). Companies are able to gain knowledge from internal and external, can reduce uncertainty (Renko et al., 2001, p. 590). More opportunities for discovery and technical advantage and gained more technical and therefore their product and service innovation in the (Sarin and McDermott, 2003, p. 725).

Knowledge sharing represents a new combination of knowledge (Adnflt and Lagstrv, 2006, p. 192). Which can Opportunities with the organization's ability to identify needs and wishes of customers and employees to improve processes and introduction of new products increase (Lane, 2005, p. 315). When individuals and organizations to share knowledge among themselves, they can enhance collective learning and synergy benefits, so that the environmental opportunities to discover and to offer new products and services, the ideation (King et al. , 2008, p. 168; Lane, 2005, p. 317). Ideas and innovations arise when that organization members, sharing their skills and objective patterns such as product and service information to convert. As a result, companies that can effectively sharing knowledge among its members, they will be more innovative (von krogh, 1998, p. 141).

Application of knowledge is considered a key element in the process of knowledge management (Grant, 1996, p. 120). Based on the knowledge-based view, the value of individual and organizational knowledge mainly lies in its utilization (King et al., 2008, p. 168). Product development and process innovation, needs to use and combine knowledge from different sectors (Renko et al., 2001, p. 587). Application of knowledge to enable companies to continuously his organizational skills to transform their product and service information (Sarin and McDermott, 2003, p. 725). In this way it is possible to lower the effectiveness of individual mistakes and rework are reduced up (Gold et al., 2001, p. 207).

Educated individuals have a better understanding of the positive effects of collaborative efforts and collective action in society. Education, the importance of the positive outcomes and overall productivity in the economy. In 1988, Lucas has stated that these outcomes in the economy as human capital. Improve social trust, reciprocity and cooperation, the basis for social capital formation. Social capital is embedded in human capital and knowledge management, increased accumulation. Social capital, human capital available to store relies on. Formation of social capital is a function of human capital (Dynda, 2008).

Research Background

So the hypothesis is as follows:

H1: Customer Relationship hand with social interaction has a positive and significant relationship.

H2: customer relationship positive and significant relationship of the associated quality.

H3: Relationship between perceived quality has a significant relationship with employees' level of social interactions.

H4: customer relationship from positive and significant relationship with knowledge management.

H5: communication quality perceived positive and significant relationship with knowledge management.

H6: social interaction between employees and customers a significant positive correlation with knowledge management.

H7: Knowledge management with entrepreneurial orientation has a significant positive relationship.

H8: Knowledge management is a significant and positive relationship between social capital and entrepreneurial orientation.

H8-1: communication with customers and employees with entrepreneurial orientation has a significant and positive relationship with the mediating role of knowledge management.

H8-2: quality staff communication and entrepreneurial orientation has a significant and positive relationship with the mediating role of knowledge management.

H8-3: Knowledge management has a positive and significant relationship mediate social interaction with real people.

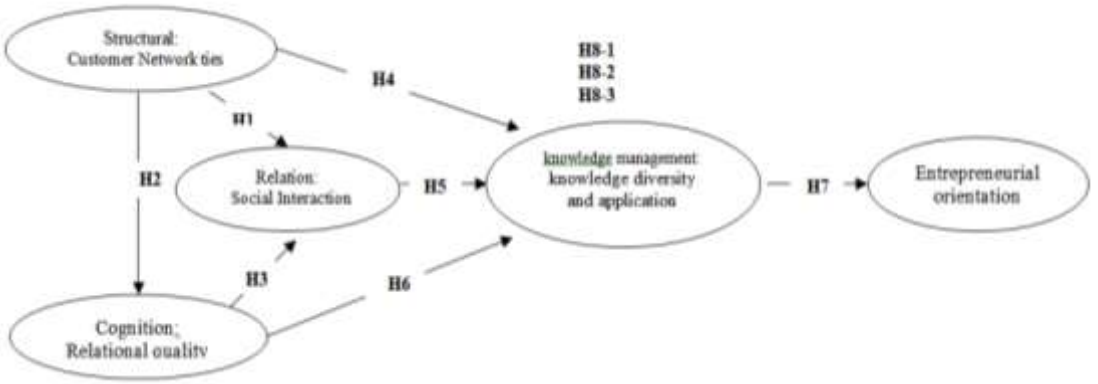


Figure 1: a conceptual model of the relationship between the three dimensions of social capital (structural, cognitive, relational) knowledge management, EO

Research methodology

The population, sample and sampling

The population consisted of all the employees of the Social Security Administration Yazd and Bafgh of which there are 248 people. The sample for this population, the sample table - Morgan 151 was determined and stratified random sampling method was used.

Research tools

This study is an analytical survey. Data were collected from questionnaires that in drawing up the questionnaire, structural dimension of social capital questionnaire Maurer et al. (2011) and Vancouver (2001), the cognitive dimension Miner et al. (1992) and Vancouver (2001) and the relationship Stang (2005), Vancouver (2001) and Maurer et al. (2011), knowledge management questionnaire, Arnold et al.

(2011) and Chen and Huang (2009) and corporate entrepreneurship questionnaire Miller (1983) and Kevin Slavin (1986) which is used consists of two parts:

The first part of the questionnaire, the demographic characteristics of the study sample in terms of gender, age, education, work experience and positions in different parts of the city of Yazd Social Security Organization and valleys have been studied and 5 questions as demographic characteristics has been proposed. In the second part, the questionnaire used in conjunction with specialized questions related to the structural dimension of social capital variables (including 3 items), cognitive (3 items) and relational (3 items), the diversity of knowledge management (3 items) and application of knowledge (2 items) innovation and corporate entrepreneurship (5 items), the trailBlazer (2 items) and risk (3 items) is.

To confirm the validity of the questionnaire from teachers and experts was used first to help the credibility factor was measured. Managing credit is a form of credit facilities obtained through factor analysis. Factor analysis is a statistical technique that is widely used in most humanities. Exploratory factor analysis, KMO value of social capital variables, knowledge management and corporate entrepreneurship, respectively 0.810, 0.758 and 0.803 respectively, which indicates the adequacy of sampling for the study variables. Since it is also a significant factor Bartlett test were zero (less than 0.05), factor analysis to identify the structure was appropriate. After determining the validity of the questionnaire, the subjects were distributed in 30 Cronbach's software SPSS (version 22) was calculated. The reliability of the results obtained from the questionnaire 0.815 social capital, knowledge management questionnaire was 0.782 and 0.834 for entrepreneurship questionnaire measuring the amount of which is showing good reliability.

The Analysis of Data

Data collected from the questionnaire in this study using SPSS software were analyzed Lisrel. Also, inferential statistics was necessary to examine the correlation and analysis of research hypotheses regarding the nature of the structural equation model was used.

Research Findings

The results of demographic statistics on the gender of the respondents are 59.6% respondents were male and 40.4% female respondents, about 4.6% of respondents aged less than 25 years, 45.7% between the ages of 25 and 35 years, 39.1% between the ages of 36 to 45 years and 10.6% over 45 years old, 16.6% has a diploma in education, 23.2% have an associate degree, a bachelor's degree, 49.7% and 10.6% has a master's degree, distribution of 17.2% of service staff under 6 years , 32.5% between 6 and 13 years, 33.8% between 14 and 20 years and 16.6% had more than 20 years of experience and the distribution of staff positions boss 1.3%, 33.8% Expert, 16.6% supervisor, responsible for 19.9% and 30.5 % are administrative.

In order to check the status of each variable and its components, statistical indicators mean, standard deviation and one-sample t has been reported that their results are presented in the following. It is worth noting that if the variable t is greater than 1.96 is in good shape. If the target variable t is between 1.96 and -1.96 moderate situation, and if the variable t is smaller than the -1.96 to be weak.

Table 1. Descriptive statistics of variables

Variable	Average	S.deviation	Variance	Skewness	Elongation
Customer Network ties	3.510	0.937	0.878	-0.793	0.467
Relational quality	3.503	0.972	0.945	-0.451	-0.029
Social Interaction	3.245	0.945	0.893	-0.654	0.022
Diversity knowledge	3.371	0.899	0.802	-0.526	-0.097
Application knowledge	3.113	1.129	1.274	-0.647	-0.955
Innovation	3.417	0.795	0.631	-0.653	0.532
Trailblazer	3.596	0.903	0.816	-0.814	0.065
Risk Taking	3.053	0.999	0.997	-0.555	-0.655

Before getting to the stage of testing hypotheses and theoretical models, should ensure model accuracy measurement variables. Therefore, the overall structure using confirmatory factor analysis variables is the validation of content. For confirmatory factor analysis and structural equation modeling standard operating times and the t-statistic is calculated. In general rule, the power relationship between factors (latent variables) and variables visible, the load factor is shown by the ruling. Load factor is a value between zero and one. If loadings less than 0.3 is considered weak ties and discard it. Load factor between 0.3 to 0.6 is acceptable and if larger than 0.6 is highly desirable. Since all factor loadings greater than 0.3 in all dimensions and average variance extracted (AVE) More than 0.3 is obtained, convergent validity between the structures there. Table 2 shows the results of factor analysis. As you can see, the dimensions in terms of suitability, are in good condition.

Table 2. Results construct validity

significant factor	Factor loadings	Q	significant factor	Factor loadings	Q
9.89	0.94	Q13	8.22	0.82	Q1
9.83	0.93	Q14	7.35	0.76	Q2
5.58	0.58	Q15	8.37	0.85	Q3
3.80	0.46	Q16	8.89	0.79	Q4
7.92	0.75	Q17	7.88	0.82	Q5
7.85	0.72	Q18	8.35	0.86	Q6
5.78	0.60	Q19	8.66	0.88	Q7
7.80	0.77	Q20	6.09	0.68	Q8
6.26	0.71	Q21	5.78	0.65	Q9
8.51	0.85	Q22	7.38	0.78	Q10
7.88	0.79	Q23	7.39	0.78	Q11
7.77	0.75	Q24	6.59	0.75	Q12

Table 3. fit indicators structural variables

IFI	NNFI	NFI	AGFI	GFI	RMSEA	Fit index
0-1	> 0.9	> 0.9	> 0.9	> 0.9	< 0.1	Acceptable values
0. 91	0.91	0.96	0.97	0.94	0.015	calculated values

as reflected in the table (3) See the index root mean square approximation (RMSEA) is equal to 0.015, so the model is a good fit. In addition, other parameters have been fitted in an appropriate range. to assess the independent variable on the dependent variable is effective in a significant structural equation modeling was used. Structural model, the relationship between exogenous and endogenous latent assessed. The final version of Drnmvdarhay (1), (2), (3) and (4), the final research model structural model parameters in the table (4) and (5) is provided.

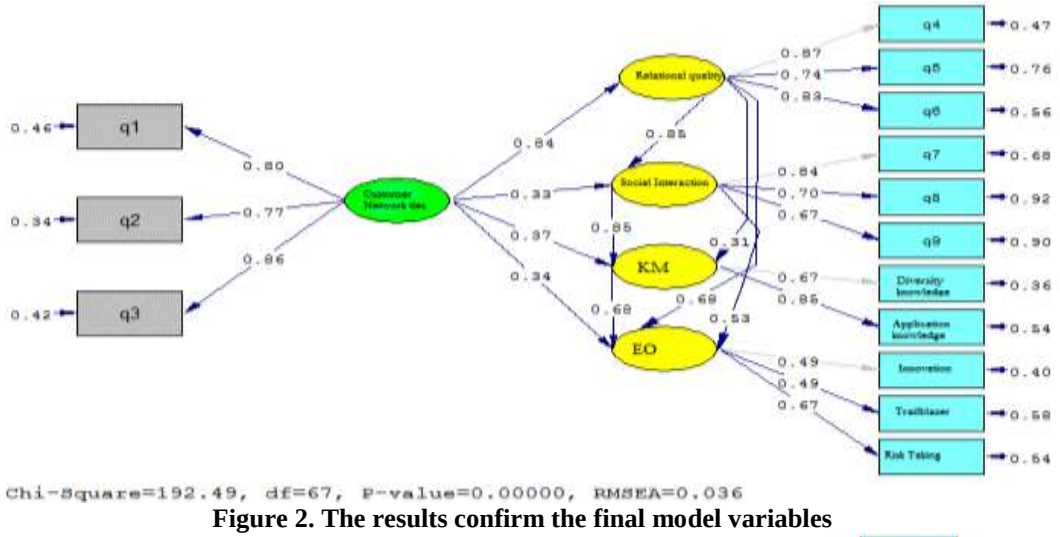


Figure 2. The results confirm the final model variables

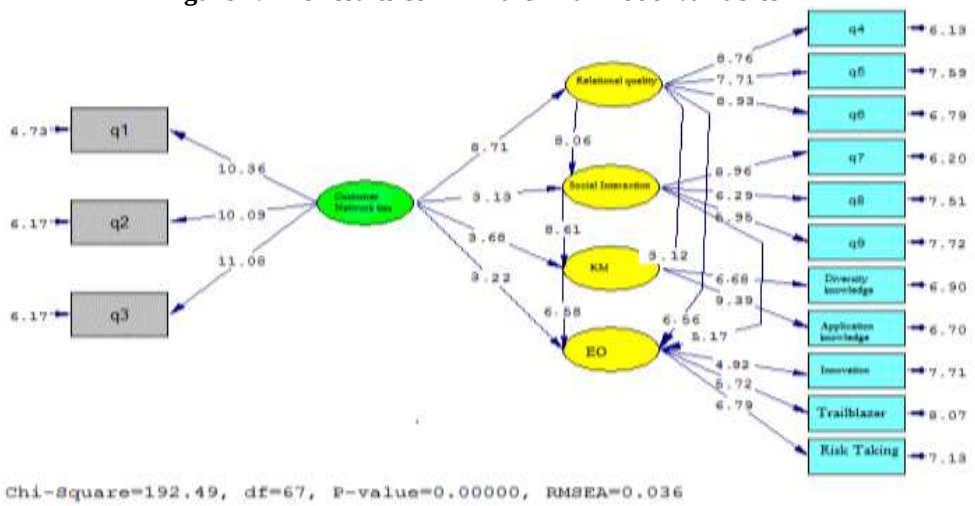


Figure 3. t-value test results confirmed the final version variables

Table 4. The final research model parameters structural model

IFI	NNFI	NFI	AGFI	GFI	RMSEA	Fit index
0-1	> 0.9	> 0.9	> 0.9	> 0.9	< 0.1	Acceptable values
0. 92	0.98	0.91	0.95	0.98	0.036	calculated values

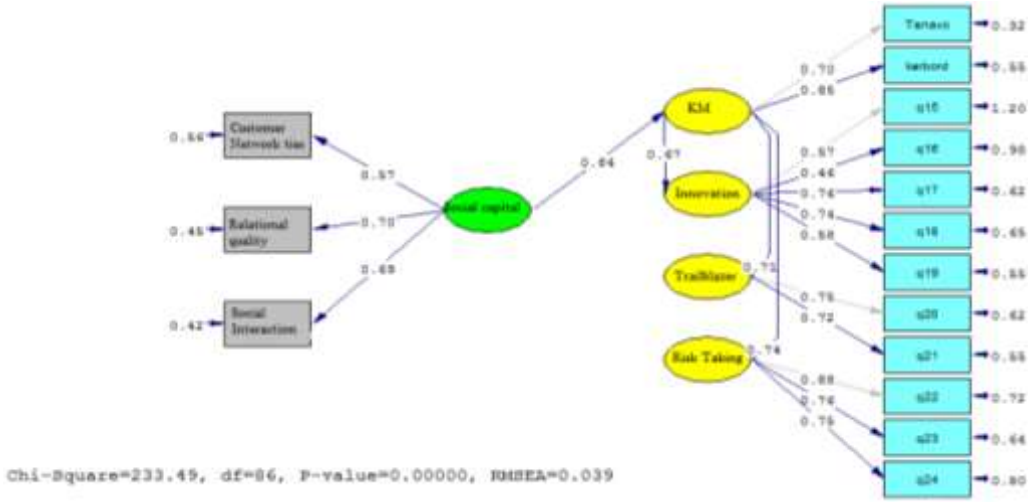


Figure 4. The final model results confirmed the hypothesis eighth and the minor ones

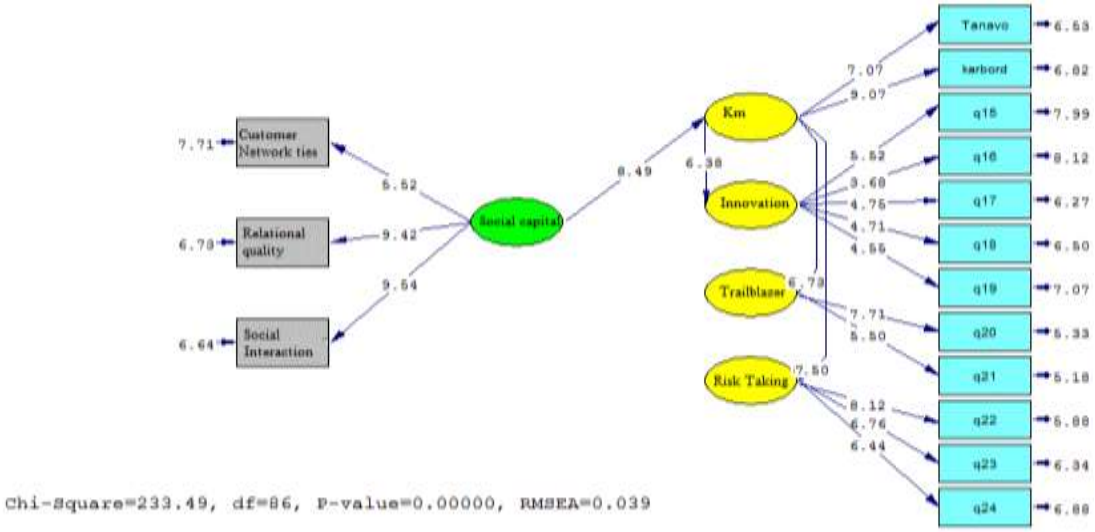


Figure 5. t-value test results confirmed the hypothesis eighth and final model hypotheses

Table 5. Structural parameters of the model assumptions and hypothesis sub-eighth

IFI	NNFI	NFI	AGFI	GFI	RMSEA	Fit index
0-1	> 0.9	> 0.9	> 0.9	> 0.9	< 0.1	Acceptable values
0. 98	0.96	0.94	0.98	0.97	0.039	calculated values

Results hypotheses are summarized in the table (6) is provided.

Table 6. Results of this study is to test hypotheses

Status	Significant effects	Amount impact	Hypothesis
confirmation	3.13	0.33	H1
confirmation	8.71	0.84	H2
confirmation	8.06	0.85	H3
confirmation	3.68	0.37	H4
confirmation	3.12	0.31	H5
confirmation	8.61	0.85	H6
confirmation	6.58	0.68	H7
confirmation	8.49	0.84	H8

Table 7. Results of this study is to test hypotheses

Status	Indirect effect	direct impact	Hypothesis
No confirmation	0.25	0.34	H8-1
No confirmation	0.39	0.68	H8-2
confirmation	0.58	0.53	H8-3

Conclusion:

Today the need is felt to corporate entrepreneurship, organizations should seek to find ways to promote it . The factors influencing entrepreneurship, social capital and knowledge management .Organizations so that they can create entrepreneurial spirit in your organization, you must pay attention to the fine structure of entrepreneurship .Bureaucracy and entrepreneurship at odds with each other .Should the organization be given the necessary freedom .Their ideas were protected and their access to resources and unique and comprehensive information, be provided with a reasonable structure design .Knowledge management processes in an organization can lead to an increase in production and development of innovative ideas in the organization (Baker & relaxing (1387) ;Gold et al (2001), King and colleagues (2008), Ming and Chen Huang (2009) ; Liao et al. (2009), Johansen (2008).

The results show that social capital can influence knowledge management and entrepreneurial orientation, for example in the field of entrepreneurship (Russell and Faulkner, 2004), knowledge management (Cooper, 2006) and social capital (Rachrla and Ho, 2010). The results showed that the three dimensions of social capital structure, cognitive and relational directly affect on knowledge management and entrepreneurial orientation .And indirectly only relational dimension of social capital affects social interaction on knowledge management .There is a significant relationship between knowledge management and entrepreneurial orientation .And the results showed that the diversity of knowledge and

application of new knowledge at the time of the introduction of new services is an important source of entrepreneurial orientation.

Horng, et al (2012) The relationship between the three dimensions of social capital and entrepreneurial orientation were examined and the results showed that each dimension of how social capital tend to be entrepreneurial.Among the three dimensions of social capital, structural dimension (CRM) are significantly associated with both cognitive (communication quality) and relational (social interaction) is involved. In addition to the cognitive dimension (quality of communication) represents a significant and positive impact on the relationship (social interaction) is. the results of this research focuses on the relationship between social capital in the city of yazd social security organization and bafgh not notice it.

Practical suggestions:

to encourage the creation and strengthening of social institutions to increase social capital is one of the architected solutions. It is also possible to create such institutions at the organizational level, form groups and professional associations and professional organizations, with voluntary participation of experts, can increase the social capital in organizations.

the use of employment practices where not only the expertise of accuracy, but also to the sociability, the ability to interact with others and as interest in the working group, as well as careful.

in addition, managers and supervisors have the failures and mistakes of employees as a result of innovative activity, tolerance and patience to spend more and take responsibility for their innovative activity and risky.

social Security Administration pilot new initiatives to support entrepreneurship and entrepreneurial staff encourages its staff.
Provisions regarding the process of sharing knowledge, data collection and record important events organization (documentation of past failures and successes of the entrepreneurial employees) in the Directorate-General of Social Security be considered.

as well as organizations with small amounts and the allocation of resources with entrepreneurial activities to respond to unforeseen challenges and opportunities for entrepreneurs.

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