

The Study of the Effect of Personality and Psychological Traits Approach on the Rate of Entrepreneurship

(Case Study: Tabriz Islamic Azad University Students)

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ABSTRACT

This research aims to analyze the effect of personality and psychological traits approach its dimensions including need for achievement, goal-oriented, need for independence, creativity, mental perspicuity, risk taking, invincible spirit, internal locus of control, pragmatism, and ambiguity tolerance on the rate of entrepreneurship. The method of research is survey, its type is analysis and its purpose is applied. Research statistical Society is Tabriz Islamic Azad University. The sample includes 400 students and has been taken through simple random method. Gathering apparatus of information is interview, observation and researcher's questionnaire which has been devised by researchers. Validity of the questionnaire has been proved as purport, and is respectively 88% and 91% through Cronbach Alpha test. In this study, Regression have been used. It's results show that quintuple features of personality and psychology affect the rate of entrepreneur.

KEYWORDS: entrepreneurship, entrepreneur, personality and psychological traits.

INTRODUCTION

There is a close connection between entrepreneurship and countries, social and economic development, and it is regarded as one of the factors for developing countries, development. Because of entrepreneur's role and position in the economic growth and development, most of the governments both in developed and developing countries try to help some people who have some characteristics of entrepreneurship to have entrepreneurial training and activities by using a lot of facilities and applying research findings. These countries have found that entrepreneurs in different fields overcome obstacles and barriers to progress on the horizon open to the public. Since they are also skilled in identifying opportunities and situations, they step in development of these situations and are regarded as true pioneer in the field of economic and social developments. Considering the importance of the topic, economists, sociologists and psychologists have looked at some part of entrepreneur's individual characteristics. Economists pay much attention to offer functional definitions and aspects of economic growth and profitability. But psychologists try to study personal and psychological characteristics of entrepreneurs. Sociologists believing that intrinsic motivation is the driving force of entrepreneur, which is enhanced with an effect of person's environment in childhood, study aspects and social consequences of environment in entrepreneurship (Ahmadpour Daryani, 2005, 3).

Despite the inability of economists to describe and explain the role of entrepreneurs in economic growth and development theory, it was only the German economist Joseph Schumpeter who first emphasized the importance of studying the entrepreneur's role in economy. And he granted differences between the manager and owner of business (Ahmadpour Daryani, 2005, 75). After that further studies were conducted about entrepreneurial characteristics through different approaches. But because of the importance of personality characteristics and its relationship with the type of jobs and their organizational positions and the increasing importance of entrepreneurship in modern organizations the study of these characteristics and attempts to discover and examine them is much more needed. Thus, Studying in different aspects of entrepreneurship features particularly for developing countries is crucial. Experts and specialists have tried to provide some context and condition for the organizations to make the governance of IT. Certainty and innovation more suitable and prone and can benefit from the events and changes much more and even to create them. Moreover, many scientists also wanted to find the distinction between these people who were the center of economic development and called entrepreneurs and other members of society (Ahmadpour Daryani, 2000). Today, the world is experiencing changes and new development in technology and because universities have some mission and commitment to community, on the one on the other hand strive for their survival and self-efficacy and on

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the other hand based on their role as a template and form for other organizations in community, it should plan to make an appropriate context to affect other organizations, so that they can bring some valuable results to the community with new and efficient ways. Lack of university's timely compliance and compatibility with the surrounding environment will cause disorder and stress in its functions. Therefore, one of the new models is a systematic approach of higher education. In this regard, two factors including customer-oriented and result-oriented one have a key and basic role in the quality of output system. University should believe that it is a system and a social set. When a system loses its optimal relationship with its environment and does not trade material and information with its surrounding environment, or it takes a static mode, it will lose its independence and integrity (Saeidi Kia, 2007, 12). Clark believes dynamic universities in the 21st century are those ones which are entrepreneurs and can integrate professional and management values.

Education focusing on entrepreneurship in the universities of developed and developing countries is growing. These programs have been designed to create scientific experiences and a proper process for making new products. Most of these programs help the students to generate new ideas and plans to implement them. In them. In these programs, different methods of training have been used to upgrade skills for students entering business market and establishing commercial companies. An entrepreneurial university is a new issue which on the one hand pays attention to the graduate students who will develop their own entrepreneurial activities and on the other hand, it pays attention to the diversification and innovation in providing teaching and research products and services (Ibid, 12).

This research aims to investigate the effect of personality and psychological traits on the rate of entrepreneurship.

Theoretical Entrepreneurship

Entrepreneurship was defined first by Cantillon (1700) (Kilby 1971). But Schumpeter attributes general application of entrepreneurship in the field of economy to Mill. After Mill, Schumpeter studied entrepreneurship from other viewpoints and emphasized the innovation and its role in the dynamics of economic system and over time, various experts commented in the field of entrepreneurship. Ahmadpour Daryani believes that entrepreneur is the main cause of creativity and innovation. Entrepreneurship is a process that reads the entrepreneur to achieve purpose. It is a process of value creation through formation of a unique set of resources to exploit opportunities. It is important to note that entrepreneurship is beyond the profession but a way of life. (Samad Aghaei, 2001). Different categories of entrepreneurship have been made by various researchers. Smith, based on personality has identified the social and behavioral fields of two types of entrepreneurs: Artist and opportunistic ones (Zabihi and Mogaddasi 2006, 19).

Considering entrepreneurial activity, June Ja divides different types of entrepreneurship into five categories: administrative, opportunistic, acquisitive, developmental and innovative one (Mogimi, 2004, 16). Britannica encyclopedia defines or financial institution and accepts its risks. According to Webster's New Collegiate Dictionary entrepreneur is a person who committees to organize, run and undertake the risk of an economic activity (Eskandani, 2000).

According to Arianpour Dictionary, entrepreneur means brash at attempting to do important, courageous, fearless activities and be pioneer in establishing companies (Karbasi, et al, 2002, 27). An entrepreneur is a person who is able to identify and assess business opportunities and can collect the required resources and exploit from them and can underpin proper actions to achieve success (Mardith, 1992).

Personality and psychological characteristics Approach

Every researcher has dealt with the issue of entrepreneurship and entrepreneur in his field. For example, economists have considered functional definitions and dimensions of the economic growth and profitability and sociologists have considered the entrepreneurial environment and psychologists have done the personality and psychological traits, and have concluded that without any doubt entrepreneur looks for a specific activity in accordance with certain psychological and demographic characteristics. In general, from four different aspects, variables related to the entrepreneur and entrepreneurship have been studied. The first of these variables that psychologists have been interested in is personality and psychological ones. Psychologists had turned their attention to the individual analysis in the mid-twentieth century and most of them were seeking to discover the answer to the question which the entrepreneur's personal characteristics are that distinguishes him from entrepreneur's personal characteristics are that distinguishes him from non-entrepreneur. Their goal is to discover how to create the distinguishing features. Therefore, the studies of scientists can be named as an approach to personality or attributes. Some of the most important features that have been considered in this approach are positive mental state, need for achievement, risk taking creativity, innovation, mood of invincibility, internal locus of control, and need for independence (Pourdaryani, 2007, 76). Since economists focused their attention only on the economic climate of entrepreneurship, as a result they were unaware of individual, social characteristics and factors that positively or negatively affect the entrepreneur. Without any doubt, entrepreneur looks for a specific activity in accordance with certain psychological and demographic

characteristics. Economists did not consider any place for these features in their theories and regarded them outside of their studies and since they believe these characteristics are not measurable they have ignored providing an effective model for their assessment.

All researchers who have studied entrepreneurship from non-economic (Psychologic, and sociology) aspects have studied various aspects like the behavioral approach against pastures, one-dimensional approach against multi-dimensional, statistic approach against the process and have studied some concepts such as the differences between small companies and new ventures, small companies with entrepreneurial companies, the differences between manager and entrepreneur and large companies with small ones and the difference between entrepreneur and non-entrepreneur (T.kollermier, 1992, 18). Some of the most important characteristics of entrepreneur are need for achievement meaning the tendency to work at high standards for success in competitive situations McClelland's research conclude that need for achievement is high among people who start their economic activities. These people tend to be challenged and need frequent and regular feedback to gain success and also to their performance. These people prefer to take responsibility to solve their problems and set goals and achieve them through their personal effort (McClelland, 1962, 99). Risk taking propensity: entrepreneurs are moderate people who take considered risk. Essentially they do not need an activity that is high risk, but they wish to accept the average amount of risk to start a business which is regarded usual and are willing to endanger their money, security, position and reputation. They do not take irrational and dangerous risks. At taking risk, they act very carefully, and calculated (pour Daryani & Mogimi 2006, 62). Tendency to creativity and innovation: some of the most important characteristics of entrepreneurs are need for achievement: it means willing to work at high standards for success in competitive situations. McClelland concluded with his research that need for achievement increases in people who are beginning their own economic business. These people tend to be constantly challenged. And to achieve goals as well as according to their performance, they need frequent feedback and regular time. These people prefer to solve problems by themselves and set goals and achieve them through their personal efforts (McClelland, 1962, 99).

Tendency to take risk: Entrepreneurs are moderate people who take considered risk. They are not necessarily in any activity that has high risk but they wish to accept the average amount of risk which is considered usual to start a business, they to put their money, security, position and reputation to risk. They do not take irrational and dangerous risks. At taking risks, they act very carefully and calculated and try to their best to change the possibilities to their own benefit.

Tendency to creativity and innovation: Creativity means the ability to combine ideas in a unique way for the usual relationship between different ideas, while innovation is to get a creative idea and change it into a product, service or a useful way i.e. creativity emphasizes on ability not activity. Both creativity and innovation are integral components of entrepreneurship. According to p.Drucker, innovation is so much necessary in entrepreneurship except having innovation and creativity has no result without innovation (Holt, 2002, 36). Need for independency:

The need for independence is what psychologists call the internal domination. Some researchers have studied this incentive deeply and have gained a school of thought. In short, in their view, entrepreneur successfully opposes and struggles with his employer who plays the parental role. Establishing a company by him represents a motherly role that makes entrepreneurs spirits and now get rid of the black father's autocratic demands (Kuratko & Hodgetts, 1989, 68).

Internal locus of control: A person's idea that he is controlled by external and internal events is called internal locus of control. Most of entrepreneurs have it and believe in themselves and do not attribute success and failures to fame, fortune or the same forces. According to them, failures and developments are center their control and influence and they consider themselves effective in their performances results (J.Hornaday & J.Abaud 1971). Ambiguity tolerance: It means accepting uncertainty as part of life, being able to survive with incomplete knowledge about the environment and willing to start an independent activity without feeling threatened or uncomfortable are able to face effectively with vague, incomplete, uncertain, unorganized and non-transparent information and conditions (Jennings, 1994, 159). Also, they change resolving the ambiguity to their own advantage; in fact, ambiguity causes them to be motivated (Trompmand and Morningstar, 1989, 235). To separate entrepreneur from non-entrepreneur, several features have been identified. The first group to which psychologists have paid attention are personality and psychological variables that is called traits approach. Most experts are looking to discover the answer to the following question that what distinguishes entrepreneur from non-entrepreneur. In fact, their goal is to know how to create these distinctive features. In the early 60 with the aim of completing studies related to personality characteristics, psychologists and sociologists concerned other types of studies entitled demographic variables whose studies are called behavioral Approach (Ahmadpour, 2001, 112).

REVIEW OF STUDIES

In a research by Borland, pandey & veti wary, they found that entrepreneurs who have internal locus of control needed much need for achievement and this feature can predict entrepreneur's desire better than need for

achievement. In a research by Timmons (1975). He arranged an interview with small business owners in two cities. These people had been trained four years before to improve level of motivation of their need for achievement. He also interviewed with those business owners who have not had motivation courses about need for achievement 31 people trained in Washington had created 11 profitable business. While from the same number of people who were not trained in another city, just a new lost business was created. In another research by McClelland studying people having been trained in 3 different motivation courses of need for achievement, they concluded that these training increases the required energy to provide and expand small businesses.

Atkinson & Rotter also did some research about Internal locus of control during (1964-1975); Laiz-R. Blockhouse about tendency to accept moderate risks during (1974-1980). Bowman & Sexton, skir about ambiguity tolerance in 1982. In a research by McClelland in 1963, he concluded that much need for achievement motivate young people to choose entrepreneurial situations. In a research by Robbin & Weiner in 1969, they discovered that need for achievement & moderate need for power, are in relation with companies' high performance. In 1969, McClelland & Winter concluded that people who need for achiever net are relative risk takers and prefer to use their skills not relying on fortune. They rather be engaged in the energetic and useful activities and they feel personal responsibility to their performance's results. 48% of Indian Traders involved in promoting the need for achievement's activities get active in activities related to entrepreneurship. Komives (1972). Studied 20 successful entrepreneurs in industry with high IT and found that they have a great need for achievement.

In a research, Lailez (1974) discovered that if a person wants to be an entrepreneur, he must take risks in the areas of financial prosperity. Job opportunities, family connection and spiritual well-being Deciding to take too much risk depends on risk perception by potential entrepreneur. In a research, Mancuso (1975) discovered that people who are considered entrepreneurs are moderate risk takers. Bowman & Sexton (1986) concluded that public willingness to take risk is not the determining factor in deciding to become entrepreneurs. Desire for independence is a motivational force for contemporary entrepreneurs so freedom is another reward of the entrepreneurship. In a research about small company owners in 1991, the importance of need for freedom became clear as a motivational factor. 33% of people being studied in this research had stopped working in their companies and stated that the main reason to quit job was themselves and they wanted to be their own employers and work independently (Langenecker & moor & petty, 1997, 38). In another research entitled studying the simple and multiple relation of creativity) development incentive and self-esteem with entrepreneurship on Ahvaz shahid Cham ran University Students by Shekarshekan et al, they studied simple and multipath relation between the pre-variables creation development incentive & self esteem. With entrepreneurial criteria in the whole sample and separately in female & male samples. Its results were coordinated with research findings abroad. In another research entitled comparing the characteristics of entrepreneurship of female & male students in shiraz university by Moslehe Shirazi, some features were paid attention including need for achievement, power, risk taking and independence. A group of 200 freshmen & servitors from human science and engineering faculties in shiraz University were studied on in terms of above features and the results represented that generally. Shiraz University students do not have much spirit of entrepreneurship. Besides, students from Engineering Faculty had a great incentive for taking risk in comparison with the students from human science faculty. These was no significant difference among boy and girl students considering entrepreneurial spirit. In another research, entitled studying the relation between creativity and entrepreneurship among men. And women athletes and non-athletes (ase study: yazd University Students) Darioush Farid studied the relation between creativity and entrepreneurship among men and women athletes and non-athletes. The statistical study of this research are yazad university student: Total: 7938, male students: 3461 female students: 4477. To determine sample size using the morgantable, statistical size was estimated 346 for male students and 354 for female students. The method of research is the correlation (Solidarity). The study suggested that there is no positive and significant relationship between creativity and entrepreneurship in both athletes and non-athletes. Analyzing relationship between two variables in four group indicates the relationship between creativity and entrepreneurship in male athletes and non-athletes. So the creativity of the male athletes and non-athletes explained respectively 65 and 63 percent of entrepreneurship. Another research was done by shahHosseini and MirAkhuli entitled determining the level of individual entrepreneurship of Islamic Azad University students (case study: graduate students in the field of cultural management, science & research Branch). The statistical study included graduate students in the field of cultural management. They tried to recognize and examine the level of main individual entrepreneurial factors like risk taking, need for achievement, internal locus of control, creativity. Need for independence, ambiguity tolerance, foresight, and ability to negotiate among cultural management students. According to the research questions, the level of individual entrepreneurship has been evaluated well among cultural management students, which is a big gap to the desired level. Among men & women, some factors like risk taking, need for independence, and ambiguity tolerance are inversely related. There is an inverse relationship among risk taking, need for achievement and age. That means as the students age older, the level of these factors decreases. There is a straight relationship among internal locus of control, ambiguity tolerance, ability to negotiate, and age. And there was no significant

relationship between creativity and age. Another research entitled the relationship between thinking and students entrepreneurship by farzaneh Golshokul and et al, wao done to study the relationship between thinking styles, academic achievement and creativity and entrepreneurship of Andimeshk University Students. The sample included 340 students (155 male & 185 female students) who were chosen through stratified random way from all the majors. The research method was correlation. For analyzing data, peas son & Regression multi-variable correlation coefficient was used. The results showed that legislative thinking style, development incentive, creativity, holistic thinking style, and academic achievement can predict entrepreneurship. In this research, the desired sample was chosen from M.A students (entro in 2006) majored in behavioral sciences from Tehran University. The research size was 869 students that according to the stratified sampling, 167 students wale considered as a represent native sample. The statistic method used in this article is multi regression that distinguishes the share of each psychological factor in predicting entrepreneurship the result shows that there is a relationship between every psychological trait’s factor and entrepreneurship and one can predict entrepreneurship through it.

4. Theoretical framework for research according to the chart No.1: In this research, the effect of psychological and personality characteristics and its dimensions including need for achievement, independence, creativity, risk taking incentive and commitment on the rate of entrepreneurship has been studied.

Conceptual mode of research

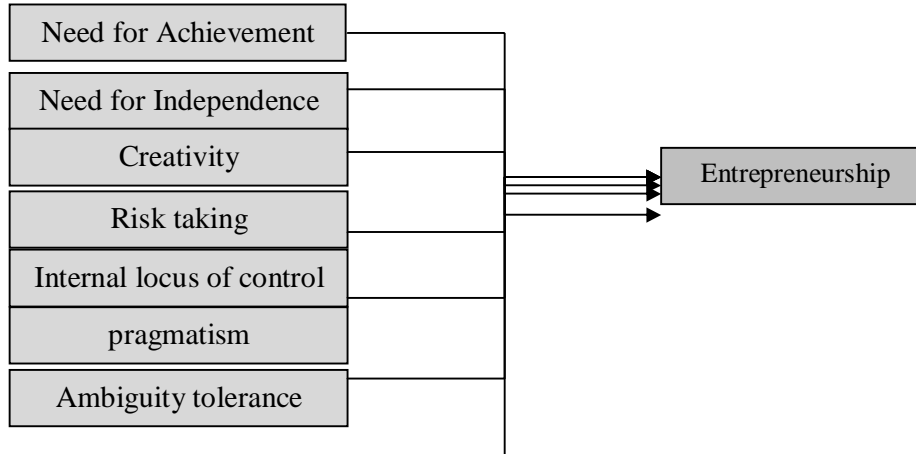
Research hypothesis:

The present research hypotheses include...

METHODOLOGY

The present research method is survey, its type is analytical and its purpose is application. The research statistical society is Tabriz Islamic Azad University Students (The sample size is 400 students and it is random. Data collection tools are interview. Observation, question air. Of the researcher which have been decided by him. It has been approved as the content validity. Questionnaire reliability using Cranach’s alpha test have been obtained respectively 88% and 91% and is highly validated.

Research conceptual model



FINDINGS AND DISCUSSION

To analyze data, descriptive and inferential statistics were used. To describe dota statistically, the central and scattering date have been used and to test the theories, statistical analysis of test has been used.

Descriptive and inferential statistics are used in order to analyze the data. The central and scattering data are used to describe statistical data and statistical tests of regression with multiple variables are used in order to test hypothesis. This study has 7 hypotheses as follows:

1. Need for achievement has influence on the entrepreneurship of students of Tabriz Islamic Azad University.
2. Risk-taking has influence on the entrepreneurship of students of Tabriz Islamic Azad University.
3. Need for independence has influence on the entrepreneurship of students of Tabriz Islamic Azad University.
4. Creativity has influence on the entrepreneurship of students of Tabriz Islamic Azad University.
5. Internal locus of control has influence on the entrepreneurship of students of Tabriz Islamic Azad University.
6. Pragmatism has influence on the entrepreneurship of students of Tabriz Islamic Azad University.

7. Ambiguity tolerance has influence on the entrepreneurship of students of Tabriz Islamic Azad University.

Table 1. Model Summary

Model 1	R	R Square	Adjusted R Square	Std. Error of the Estimate
	0.416	0.173	0.159	4.360

As can be seen in the above table the range of correlation coefficient (R) was calculated for model 1 that all variables (Need for achievement, Risk-taking, Need for independence, Creativity, Internal locus of control, Pragmatism, Ambiguity tolerance) have been entered to model are equal with 0/416 and it means that general correlation coefficient among the independent and dependent variables in model 1 are equal with 0/416. Also adjusted coefficient of determination in model 1 is calculated 0/159 that dependent variable explanation shows by the independent variables.

Table 2. ANOVA

Model 1	Sum of Squares	df	Mean Square	F	Sig.
Regression	1562.748	7	223.250	11.742	0.000
Residual	7453.002	392	19.013		
Total	9015.750	399			

Calculated significance level for statistic F shows in the above table that it is confirmed because of being lower than 0/05 existence of linear relationship among the independent and dependent variables in model 2. So we can use regression equation in this model.

Table 3. Coefficients

Model 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	19.842	2.386		8.318	0.000
Need for Achievement	0.404	0.058	0.243	4.737	0.000
Risk taking	0.331	0.083	0.199	3.974	0.000
Need for Independence	0.080	0.070	0.058	1.143	0.254
Creativity	0.175	0.074	0.120	2.378	0.018
Internal locus of control	0.045	0.084	0.027	0.534	0.594
pragmatism	-0.121	0.083	-0.075	-1.446	0.149
Ambiguity tolerance	0.049	0.079	0.032	0.617	0.537

In the above table in column B the regression coefficients and the constant value are presented in order. So regression equation is as follow.

$$\hat{y} = 19.842 + 0.404x_1 + 0.331x_2 + 0.080x_3 - 0.175x_4 + 0.045x_5 - 0.0121x_6 + 0.049x_7$$

According to the obtained significance level in above table, we can be seen that the values of sig need for independence, internal locus of control, pragmatism, ambiguity tolerance are more than 0/05. Thus the model can be removed and new results are presented as follows.

Table 4. Model Summary

Model 2	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	0.408	0.167	0.160	4.355

As can be seen in the above table the range of correlation coefficient (R) that calculated for model 2, after removing variables (need for independence, internal locus of control, pragmatism, ambiguity tolerance), and remaining other variables (need for achievement, Risk-taking and Creativity) are equal with 0/408 in model and it means that general correlation coefficient among the independent and dependent variables in model 1 is equal with 0/408. Also adjusted coefficient of determination in model 2 is calculated 0/160 that dependent variable explanation shows by the independent variables. Estimate criterion error in model 2 is reduced from 4/360 to 4/355 by removing (need for independence, internal locus of control, pragmatism, ambiguity tolerance) that this event represents an improvement of model 2 in compared with model 1.

Table 5. ANOVA

Model 2	Sum of Squares	df	Mean Square	F	Sig.
Regression	1503.853	3	501.284	26.426	0.000
Residual	7511.897	396	18.969		
Total	9015.750	399			

Calculated significance level for statistic F shows in the above table that it is confirmed because of being lower than 0/05 existence of linear relationship among the independent and dependent variables in model 2 . So we can use regression equation in this model.

Table 6. Coefficients

Model 2	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	20.058	2.012		9.968	0.000
Need for Achievement	0.412	0.079	0.249	5.226	0.000
Risk taking	0.339	0.082	0.204	4.153	0.000
Creativity	0.195	0.069	0.134	2.826	0.005

Above table shows that in second regression model all independent variables of significance level are calculated lower than 0/05 and it represents the influence of independent variables on dependent variables. In other words, we can claim 95% in confidence level that need for independence, risk-taking and creativity have influence on the entrepreneurship of students of Tabriz Islamic Azad University. The estimated regression equation is as follow that shows the acceptance of first, second and forth hypothesis and failing of third, fifth, sixth and seventh research.

$$\hat{y} = 20.058 + 0.412x_1 + 0.339x_2 + 0.195x_3$$

Conclusion

According to the functional role of university, there seems to be two factors in training entrepreneur. One of them cause a person to have entrepreneurial attitudes, traits and behaviors, and the other one causes the environment to be proper for entrepreneurial activity. In the first factor, which is psychological approach, entrepreneur’s traits have been explained to the person and it shows how to gain these abilities and characteristics so that he is encouraged and wants to do entrepreneurial activities through obtaining individual abilities. Now, according to the University functions and also the new concept of University as an entrepreneurship organization, University’s functional role in individual and environmental factors would be studied. Since the behavioral change process in a person are motivation, knowledge and consolidation. According to psychologists, if a person want to change his behavior based on characteristics of an entrepreneur and does entrepreneurial activities like a creative and innovative person, exactly at the time when others only see paradox, contradiction, confusion and chaos, he can see opportunities and change them into position and use them. To achieve this success he must go through three processes: motivation, knowledge and consolidation. Also, according to Aldrich and Zimmer, entrepreneurship is a process that is located in a variable network of social relations these social relations can limit or facilitate entrepreneur’s relationship with resources and opportunities. This network is all the people who relate one another through a special way and can play these fire important roles in established process of companies. 1. Rising the incentive, 2- stimulating thoughts 3- fascinating for converting an idea into a real plan 4- providing scientific assistance 5- supporting (Ahmadpour, 1999, 16). Looking at these five factors, it is concluded that in playing the first and second role, motivation is raised, in the third and forth role, knowledge and in the fifths role, solicitation is raised. Thus, according to the research, educational and cultural functions of University, motivation, knowledge and solicitation roles are played by respectively cultural and extensional, educational and research activates. So firstly creativity incentive, innovation, and entrepreneurship must be established in students by holing a seminar, delivering lectures and expressing entrepreneurs, characteristics and then they are provided with enough knowledge by teaching entrepreneurial skills. Later, they are helped with realization of their plans and ideas by research activities and prevent them from fouler by supports, professional advice and start-up incubators.

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