

The relationship between the components of the knowledge base organization and organizational entrepreneurship among employees of Islamic Azad University, branch of Urmia city

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ABSTRACT

The aim of this study was to investigate the relationship between the components of the knowledge- base organization and organizational entrepreneurship among employees of Islamic Azad University ,branch of Urmia city, so In this way, it was specified the role of entrepreneurship in the designing model of knowledge based approach for organizations that want to enter this field. With respect to the instruments used, and this title, the investigation of the relationship between the components of the knowledge base organization and organizational entrepreneurship, the research method is correlational. The study population consists of all Islamic Azad University employees, men and women which have, bachelor's, master's and doctoral degree in which 252 employees are selected using Krejsy- Morgan table. to measure knowledge base organization, Researcher made questionnaire was used (Tabarsa and Nazarpour, 2013) & to measure the organizational entrepreneurship, organizational entrepreneurship questionnaire of Margaret Hill (2003) were used. For the analysis of results, the Pearson correlation test, t and analysis of variance, were used. Results indicate that, there is a significant relationship between components of knowledge base organization and organizational entrepreneurship Islamic Azad University, branch of Urmia city, and there is a significant difference between organizational entrepreneurship of male and female staff.

KEYWORDS: temporary special structure, knowledge communities, knowledge strategies, intellectual capital, organizational entrepreneurship

INTRODUCTION

Rapidly changing environment has created new requirements for higher education. The outcome of this situation, is the need to develop entrepreneurial skills in order to create new business, utilizing unused capacities, developing and solving social problems. In response to these challenges, the new mission of universities is, developing entrepreneurial abilities of university graduates. To this end, the universities must first prepare for this role. In other words, academic entrepreneurship is a way to entrepreneurial universities (Alimardani et al, 2009).

Today, universities in addition to their primary role (promoting knowledge and research) put the wider range of activities on the top of their objectives so that to have closer communication with the community around them.

In light of this view, the possibility of more potential and technological capacity of the university is prepared. The achievements of university affect the activities of society by two way: First, by presenting educational services, which lead to development of human capital. Then as a research center and a research and development centers, provides, the possibility of applying scientific achievements in various areas of the economy including agriculture, services, and even market. Strengthening and development of entrepreneurship is a mechanism to solve the problem of employment (Alimardani et al, 2009).

Entrepreneurship

It is a Long-term educational and research process that requires planning and implementation of educational and research programs, and implementing its programs extended from family and the school to University. Allows people using the expertise and the power of innovation, creativity and risk taking, as well as produce facilities, opportunities and capabilities, employment and income-generating (Talebpoor et al., 2008).

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Organizational Entrepreneurship

Organizational entrepreneurship is the process, the organization pass, Up to all employees can act as entrepreneurs and all entrepreneurial activities of individuals and groups conclude continually, fastly and easily in the central organization or company under its autonomous (Madhoshi & Sadati, 2011).

Organizational Entrepreneurship lead Organizational activities to the creativity, innovation, risk-taking and occurs in balance with the environment; So it seems that the environment have an important role in the process of Organizational Entrepreneurship. Dynamic, inconsistent or hostile environment, creating different effects on the Organizational Entrepreneurship (Talebpour et al., 2008).

Overall, though governmental organizations (universities) face difficulties to become entrepreneurs ,However, these organizations have the potential and power, particularly for entrepreneurship, which, In case of preparing the grounds in this area, optimum results can be found, To provide these areas, change in the structure of these organizations seems essential (madhoshi et al,2007).

One of the most important factors that can have the most impact in creating this environment, Is the creating the knowledge base structure in universities. In today's world research is the foundations of all progress and development,

So that "capability" depends on "intelligence" and we can say without wisdom, power has no place (ahmadi, 2010).

Software development in the world economy and, arrival of information technology including the Internet, electronic networks and databases with full functionality to the workplace, strongly affected education, and its performance. Among the major developments in this era, globalization and changes in technology, particularly information and communication technology, where knowledge and intellectual ability of differentiation and competitive factors taken into account.

Changing attitudes in human resource management needs to improve its position in the field of traditional administrative organizational structures and to the form of personnel and management personnel in the field of financial - administrative assistance to the strategic decision making(Mirsepasi,2009).

Rapidly changing environment, intensified competitive environment among companies, the rapid growth of small businesses, shortening product life cycles and increasing expectations of society ,need to innovation and entrepreneurship to the survival of organizations become inevitable .Therefore, in recent decades, entrepreneurial activities entered within the organization, and managers increasingly focused on entrepreneurship and innovation and commercialization, to enable them to invent their own products and services.

The Conceptualization of the knowledge base:

Many organizations and training centers have come to believe that if want to be successful and effective in today's era of economic and cultural world ,it must become a knowledge-based organization , However, few of these organizations found that the knowledge of how to act and what changes made in themselves, Many of them think that the knowledge be center of their production and services, they are more knowledge-based. For example, other research organizations, consulting firms, compared to manufacturing products such as cement or timber workshop, are more knowledge-based. The opponents of this view believe that it should not be determined the rate of being knowledge-based in the basis of products and services, Because it is simply called "the tip of the iceberg that implies"; Much of the knowledge base of an organization is technical knowledge of how and why to use that knowledge (Nazari,2013).

knowledge-based organizations have three main features:

1.knowledge-based organizations always try to simultaneously effective use of their existing knowledge and new knowledge to create them.

2. In connection with current knowledge, to believe that knowledge of each other in the areas to be used, Knowledge sharing and collaboration with other areas, create the new knowledge and opportunities and incentives for their experience and learning.

3. knowledge as a key resource and learning organizations are seen as a key feature. Therefore, identification of business transfer and application of knowledge in the organization and storage, as their main activity.

The knowledge base organization, in fact, is the set of people and resources to the creation and application of knowledge are their constant interaction. Therefore, knowledge of the foundations,

So, it des not worry about what someone does, Instead, its focus is on who needs to do what someone else. Knowledge-based organizations have come to the conclusion that the risks of failure to share knowledge beyond their traditional scope of benefit sharing (Tabarsa& Nazarpouri,2013).

Components of knowledge based organizations

Alkijrby views of Deschams & Nayak believes in knowledge based organizations which focus on the application of organizational knowledge within business processes and foster a culture of learning organization and implementation of organizational structures ,In order to achieve the organization's ability to learn and apply the talent and capacity of mental power, knowledge and use it to optimize key activities, four factors have an essential role are considered as the components of the knowledge based organization, these factors includes, knowledge strategies, knowledge communities, Temporary special structure and the intellectual capital(Tabarsa& Nazarpouri,2013).

The role of human resource management in knowledge based organizations and universities:

The role of human resource management in knowledge based organizations has long been discussed by experts, Moreover, most of them agree that many of the traditional functions of human resource areas should be amended or transferred ,So this area could focus on knowledge and learning be more effective in achieving the organization's goals, For example, it is believed that the area of human resources of organizations should focus on organizational core values such as recruitment and selection of the most creative forces by readiness and more risk taking and willing to share their knowledge with others, bedding direct participation of employees in decision-making and more active in their organizational and strategic training (Biglari& Madhoshi,2008).

Proceedings in the field of human resources for the implementation of an organization's culture and management program include:

1- Absorb the forces that have the skills to communicate effectively with others. Ability to teamwork and knowledge which are related to the needs of the organization. This absorption helps people who want to create and use strong knowledge.

2. Design a reward system for employees who contribute to the organizational knowledge synergy.

3. Design The team performance appraisal system

4. The design of the educational system in which employees are equipped with the knowledge and skills necessary to achieve their goals.

5.Encourage employees to apply and use their knowledge to do things and try to improve their performance management processes of the knowledge base organization in line with their strategy. These organizations have found that knowledge is the key resource strategy to help them learn what they need to know and be able to define and implement their strategies (what they know and what they should know, what they or competitors know? and to what extent should know?), These organizations know, they need from their knowledge in a favorable position compared to his rival and compared the situation to fill faster and more efficient than its competitors(Nazri,2013).

Although very little research has been done about the relationship between the knowledge base organization and organizational entrepreneurship, here ,it is referred to a number of studies have been conducted;

Donis (2003) as quoted by Davidson (2001) in the research investigated the consequences of the impact of organizational entrepreneurship, flexibility, willingness to pay market and job satisfaction. The results showed that there is a relationship between the level of trust and entrepreneurship. The high levels of trust among the members of the exchange of information has a positive impact on innovation. Accordingly, when information channels open, the organizational confidence develop.

Alimardani et al (2009) in another research, studied the relationship between organizational structure and organizational entrepreneurship . The results show that there was a significant relationship between organizational structure and organizational entrepreneurship and components of organizational structure (formality, complexity and centralization), there is an inverse relation with the organizational entrepreneurship . It means that the more the official, the law and the complexity (vertical, horizontal, geographical) and organizational focus, the higher entrepreneurship, there is no meaningful relationship between professionalism and entrepreneurship.

Tabarsa and Ahmadi Azad &Esmaili (2011) in another study with this title” check the status of entrepreneurship in the public libraries of country, results show that organizational entrepreneurship in the public library is not in good condition.

Tabarsa and Nazarpour (2013) research on factors affecting structural improvement of human intelligence in knowledge based organizations provisionally, it concluded that the coefficient of determination was 86 percent, has the highest total effect on processes of intelligence structure. In addition, knowledge strategies, and intellectual capital, respectively 67 and 64 percent have coefficient of determination in the second and third on intelligence processes. The results show that 64 percent of temporary special coefficient of determination, intellectual capital and knowledge strategies, both with 59% coefficient of determination, have the most effect on the processes of human intelligence.

Madhoshi and Sadat (2011) evaluate the effectiveness of knowledge management process and organizational Entrepreneurship (case study: small and medium businesses of East of Mazandaran) presented the results suggest that knowledge sharing directly (0,46) and indirect (/38) and applying the knowledge directly (0,59) have a significant impact on organizational entrepreneurship process. The direct impact knowledge acquisition was confirmed. On the other hand, indirect effects on entrepreneurship, knowledge acquisition and sharing (0,15) and the application of knowledge (/12) was approved.

It is believed that the human resources field can understand the importance of using knowledge management techniques to identify and locate the hidden knowledge and experience based knowledge workers and how to use it in achieving the goals of the organization. Competition play a more effective role. In this study we want to investigate the relationship between the components of the knowledge base and organizational entrepreneurship at the Azad University of Urmia from the perspective of its employees. The following hypotheses will be investigated.

The main hypothesis of this study is that “ there is a significant relationship between the components of the knowledge base organization and organizational entrepreneurship at the Azad University of Urmia”.

Secondary research hypotheses were as follows:

- 1- there is significant difference between gender of employees and organizational entrepreneurship at the University of Urmia.
- 2- there is significant difference between Academic degree of employees and organizational entrepreneurship at the University of Urmia.

METHODS

With respect to the instruments used, and this title, the investigation of the relationship between the components of the knowledge base organization and organizational entrepreneurship, the research method is correlational. The study population consists of all Islamic Azad University employees, men and women which have, bachelor's, master's and doctoral degree in which 252 employees are selected using Krejsy- Morgan table. to measure knowledge base organization, Researcher made questionnaire was used (Tabarsa and Nazarpour, 2013) & to measure the organizational entrepreneurship , organizational entrepreneurship questionnaire of Margaret Hill (2003) were used, which has 60 questions and each 10 questions of questionnaire related to one of the six components of organizational entrepreneurship, including organizational actions, individual attitudes, interpersonal, organizational flexibility of rewards, entrepreneurial leadership, and the entrepreneurial culture (Talebpour et al., 2008).

The Formal validity of this questionnaire, according to the guidance of expert instructors and experts confirmed and the reliability using Cronbach's alpha was 0/89.

Findings

The main hypothesis:

There is a significant relationship between the components of the knowledge base organization and organizational entrepreneurship at the Azad University of Urmia”.

Results of Pearson correlation coefficients for variables indicates that all components of knowledge base organization have significant relationship with organizational entrepreneurship ($p < 0/05$). These components include: Strategies for knowledge ($p: 0/001$, $r: 0.132$) and knowledge societies ($p: 0/001$, $r: 0/354$) and temporary special structure ($p: 0/000$, $r: 0 / 218$) intellectual capital ($0/003$, $r: 0/172$: p). So this hypothesis has been confirmed.

1.sub-hypothesis:

1- there is significant difference between gender of employees and organizational entrepreneurship at the University of Urmia.

Using independent t test to compare the organizational entrepreneurship with regard to gender ,mean score of organizational entrepreneurship among women employees(58/05)men(62/9) have been obtained in accordance with $t = 3/30$ with significant level of $003 / is p = 0/003$ ($p < 0/05$). The result is a difference between the two groups is significant. In other words, organizational entrepreneurship of male employees are more than females.

2- sub-hypothesis:

1- there is significant difference between Academic degree of employees and organizational entrepreneurship at the University of Urmia.

By analysis of variance to compare the entrepreneurial organization according to their academic degree $F = 1/9$ and $p = 0/136$, there is no significant difference between the scores of organizational entrepreneurship on Academic degree of employees, and so, the mean organizational entrepreneurship of employees are equal.

Conclusion

We can say that the university entrepreneurship is an example of organizational entrepreneurship. Academic entrepreneurial approach is a way toward adapting university to the needs of the country. University entrepreneurship is a scientific problem solving of community, government and business, creating innovation development, present academic research results to the market supply production, the supply of new technology and innovation within the boundaries of human knowledge. Dynamic and flexible knowledge societies, the specialized knowledge, create links between communities, informal and temporary special structures of knowledge and the knowledge of the factors that can result in the promotion of entrepreneurial culture in the organization is the foundation of knowledge. The results show that there is a relationship between the components of knowledge base organization and organizational entrepreneurship of Urmia university employees. so it is recommended to promote entrepreneurship, considering the positive component of the strategies of knowledge management, knowledge base, knowledge society, intellectual capital structure and strengthened temporary special structures.

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