

The Relationship Knowledge Management and Organizational Entrepreneurship in Iranian Publishing Industry

(Case Study: Automobiles Publications in Iran)

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Abstract: Today, the leverage of development is not wealth and manpower, but also it is the human science and the effective management. The study of experiences and achievements of the world's leading organizations suggest that these pioneers and innovation are not possible unless by creativity, process, share, record and dissemination of organizational knowledge. KM is an endless process that begins by simple visit and conversation and takes place in the angles of thought, beliefs, and behavior of employees and eventually becomes a new way of life. First steps have been taken in this process in our country for many years, but they have been abandoned like many other areas of thought and action in the beginning. Entrepreneurship, innovation and venture business provide engine fuel of advanced economy. World economy is fundamentally changing, and the organizations and the manufacturing and service industries are not excluded from this provision. Environmental conditions and rules of the competition are so brutal, complex, dynamic and uncertain that other organizations cannot guarantee their long-term survival by changes such as surface change, systems, structure, and technology. The research is accomplished with the goal of exploring the relationship between knowledge management and organizational entrepreneurship that the general model of knowledge management are used in the knowledge management, and Lumpkin model is used in entrepreneurship to explain this relationship. The aim of this study is a practical; it was found by measure of reliability through Cronbach's alpha test that the statements of questionnaires and tools are appropriate and reliable. Spearman correlation test was used to test hypotheses on which it was determined that there is a significant positive relationship between knowledge management and organizational entrepreneurship.

Keywords: Knowledge, Knowledge Management, Entrepreneurship, Corporate Entrepreneurship.

Introduction

At the present time, with increasing populations, communities and organizations to rapidly develop and progress and consequently, their complexity is increasing, today's business environment over and over again, with features such as complexity and uncertainty defined. The rapidly changing business environment and changes in the rules of competition are becoming part of everyday life for many companies, so that these are prerequisites for business survival. Entrepreneurship in a multi-way interaction i.e. in the sense of creating jobs, reforming and improving the process of innovation and as a key factor in economic growth and development, is strongly needed,

Even we can entrepreneurship in the modern era is today one of the most fundamental strategies of each country be considered. From my perspective, one of the important criteria of differentiation developed countries and the Third World can be found in the effectiveness of operational and entrepreneurs in its various concepts outlined. The data source is the creation of knowledge, data, facts and numbers, such as raw materials per student. Data abstract and concrete facts about the event. Given the reality of a situation or a case from a special field, without contact with other things, the data reflect the interactions and exchanges perfect are unified as a minor part of them is mentioned. The components in databases are stored and managed. Minimal text and data alone do not induce the larger issue, to be processed when 0.12 And 100110 and Jan examples of data. Without offering further explanation, no conception of these three data denied. Each of these data may indicate the time, amount, weight, amount, size, part of the year, etc. (Hassanzadeh, 2007). While the information being data in a specific context or environment is created e.g. cost per student at a high school and a particular academic year, information is considered. Composition and interpretation of data associated with it. Data communication expressing information may be linked to the information would not lead unless you understand their meaning. In fact, the information data is summarized in the grouping, storing, refining, organizing and analyzing so that they can shed light on the ground. Information can be analyzed to make those decisions. Information is usually the numbers on their own accumulated words and numbers and statements provide a summary. (Davenport et al., 1998). Knowledge of ideas and thoughts, understanding and lessons learned over time. Knowledge and people understood it from experience, reasoning, insight, learning, reading and listening acquires. When others are sharing their knowledge with people, knowledge is extended and when it is combined his knowledge with new knowledge, new knowledge is created. Knowledge is an individual nature, because the values and beliefs of people and their perceptions of the world and others are interrelated. In addition, knowledge in the context of interpersonal relationships appears. Knowledge is richer and more meaningful than information (Farhangi, 2005). Brooks definition of knowledge management that it was American Center for Quality and Productivity, says the managing knowledge is to develop strategies and processes to identify, capture, organization manages vital skills, information and knowledge to best empower people to achieve the organization's mission. Brooks's comprehensive definition of knowledge management for sustainable and secure systems, integrated organization that can focus on the center of your core values, boundaries, vertical, horizontal, lateral and its geographic management and by resorting to confidence. Corporate Entrepreneurship: a process in which the product or process innovation through entrepreneurial culture within an organization already established induce to manifest. In other words, campaigns work together for the collection of resources and organizational support in order to achieve innovation results (Samad Aqaei, 2008).

CE models

The main models of corporate entrepreneurship are:

1. Cornwall and Perlman entrepreneurial model: This model is based on entrepreneurship, strategic management framework indicates - (Cornwall and Perlman, 1990)
2. Echelse and Knet entrepreneurship model: This model organization's ability to survive in an atmosphere of innovation shows
3. Intraorganizational model of Coratco and Nafgorise: The pattern of interaction of different activities and events happening in a vacuum rather than as the organization introduces entrepreneurship.

Dimensions of entrepreneurship

These dimensions include: Aggregate and new business, innovation in processes and products / services, self-renewal, risk-taking, pioneering and aggressive competition. 2. The dimensions of entrepreneurship in the view of Taslimi et al (2006): The two researchers with the entrepreneurial process: idea generation, execution and exploitation of the idea in general.

Factors affecting entrepreneurship

Entrepreneurial Behavior factors include such things as organizational culture, motivation, human resources, leadership, characteristics of employees and managers, human resource training, human communication system. Entrepreneurial factors: These include such things as communication with clients, legal-political environment, milieu, and environment departments.

A review of studies

Arabs in 2003, the factors of entrepreneurial success and provide an appropriate model for entrepreneurs in the markets, and the pattern of entrepreneurship in Iran performances.

- Units completely independent and stratified;
- Creating risk groups independent of the Company;
- A minimum of bureaucracy;
- Flexibility

Research model

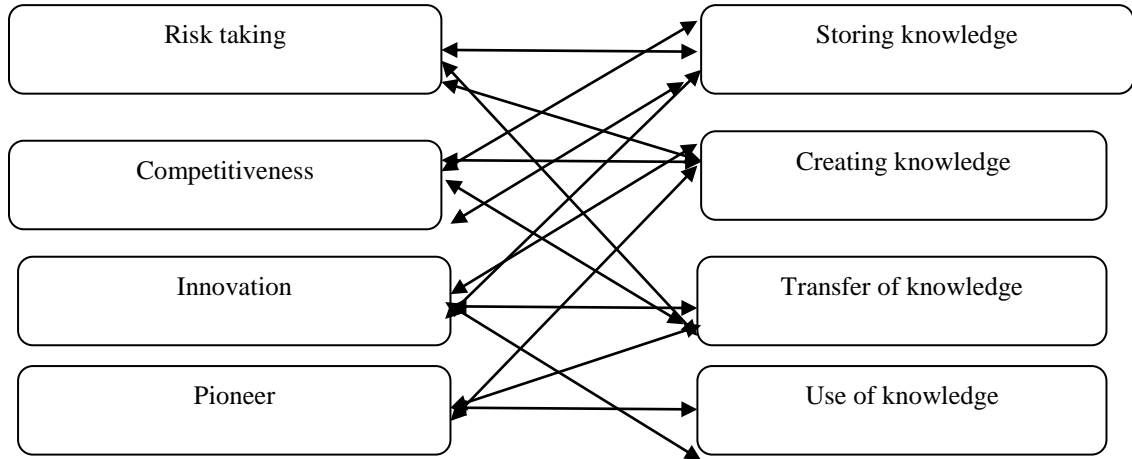


Figure 1. Research model.

Research model

Research model: Originated from Newman and Konrad model and organizational entrepreneurship model of Lumpkin

Hypotheses

The main hypothesis: There is a significant relationship between knowledge management and organizational entrepreneurship in the publishing industry.

Sub-hypotheses

- There is a significant relationship between stored knowledge and risk appetite publishing industry.
- There is a significant relationship between stored knowledge and competitiveness in the publishing industry.
- There is a significant relationship between stored knowledge and innovation in the publishing industry.
- There is a significant relationship between stored knowledge and pioneer in the publishing industry.
- There is a significant relationship between knowledge creation and publishing industry.
- There is a significant relationship between knowledge creation and competitiveness in the publishing industry.
- There is a significant relationship between knowledge creation and innovation in the publishing industry.
- There is a significant relationship between knowledge creation and pioneer in the publishing industry.
- There is a significant relationship between the transfer of knowledge and risk-taking in the publishing industry.
- There is a significant relationship between the transfer of knowledge and competitiveness in the publishing industry.
- There is a significant relationship between knowledge transfer and innovation in the publishing industry.
- There is a significant relationship between the transfer of knowledge and pioneer in the publishing industry.
- There is a significant relationship between the use of knowledge and risk appetite publishing industry.
- There is a significant relationship between knowledge and competitiveness in the publishing industry.

There is a significant relationship between the use of knowledge and innovation in the publishing industry.
 There is a significant relationship between the use of knowledge and pioneer in the publishing industry.

Materials and Methods

Applications are based on the nature and purpose of the present study is based on descriptive - correlation, because it examined the expression of the present and what is described

The method of collecting information: Information obtained in this research through interviews, questionnaires, and library studies and field data collection has been achieved in the industry.

The population and sample: According to Morgan table of 36 questionnaires were distributed.

Data analysis method: Inferential statistics including Spearman correlation coefficient (according to the data rate) to evaluate the relationship and Cronbach's alpha for reliability.

Field of study

The study period: Study on Indicators of business and its effect on the export of 2015. In other words, the time span of the study is cross-sectional.

Territory of research: Iran.
 Subject of research: issues of entrepreneurship and organizational change management.
 Technical characteristics of measurement tools

Validity: Validity need to answer the question what should be measured?
 To answer these questions using the comments of several professors and experts examined the test questions and ambiguities have been removed, indicating the validity of the test is acceptable.

Results

Reliability

One of the technical characteristics and reliability of measurement instruments dealing with this issue is the measurement tool similar results obtained in similar conditions to what extent that these instruments carefully, reliability, stability and reproducibility of test results. In other words, the reliability coefficient indicates the extent to which measurement tool characteristics or features variable measures the stability of the subjects.

Table1. Reliability Statistics.

Variable	Alpha Coefficient
Stored knowledge	0.811
Creating knowledge	0.856
Transfer of knowledge	0.799
Using knowledge	0.836
Risk taking	0.846
Competitiveness	0.794
Innovation	0.814
Pioneer	0.801

Cronbach's alpha can be calculated by this equation:

$$\alpha = \frac{k}{k-1} \left(1 - \frac{\sum_{i=1}^k S_i^2}{\sigma^2} \right) \text{ OR } \alpha = \frac{k\bar{C}}{\bar{V} + (k-1)\bar{C}}$$

Data analysis

Correlation analysis: Correlation analysis of statistical tools to determine the type and degree of relationship is a quantitative variable with a variable bit longer. One of the criteria used to determine the correlation coefficient is variable. The correlation coefficient intensity of the relationship and the type of relationship (direct or inverse) shows. This coefficient is between 1 and -1 if there is no relationship between the two variables is zero.

Spearman's correlation coefficient: The correlation coefficient, a parameter method for normally distributed data or number of data are used. Spearman's correlation coefficient was calculated using the following equation.

$$r = \frac{\sum xy - \overline{nx} \overline{ny}}{\sqrt{\sum x^2 - nx^2} \sqrt{\sum y^2 - ny^2}}$$

Table 2 Analysis

Variables	Hypotheses	Acceptance or rejection	Correlation coefficient
Stored knowledge and risk-taking	First sub-hypothesis	Rejected	0.179
Stored knowledge and competitiveness	Second hypothesis	Accepted	0.468
Store knowledge and innovation	Third sub-hypothesis	Accepted	0.654
Remember knowledge and leadership	Fourth sub-hypothesis	Accepted	0.737
Knowledge creation and risk taking	Fifth sub-hypothesis	Rejected	0.211
Knowledge creation and competitiveness	Sixth sub-hypothesis	Accepted	0.681
Knowledge creation and innovation	Seventh sub-hypothesis	Accepted	0.599
Knowledge and leadership	Eighth sub-hypothesis	Accepted	0.798
Knowledge transfer and risk-taking	Ninth sub-hypothesis	Rejected	0.0165
Knowledge transfer and competitiveness	Tenth sub-hypothesis	Accepted	0.728
Knowledge transfer and innovation	Eleventh sub-hypothesis	Accepted	0.663
Transfer of knowledge and leadership	Twelfth sub-hypothesis	Accepted	0.684
The use of knowledge and risk-taking	Thirteenth sub-hypothesis	Rejected	0.143
Using the knowledge and competitiveness	Fourteenth sub-hypothesis	Accepted	0.902
The use of knowledge and innovation	Fifteenth sub-hypothesis	Accepted	0.742
Using the knowledge and leadership	Sixteenth sub-hypothesis	Accepted	0.836
Knowledge management and corporate entrepreneurship	Main hypothesis	Accepted	0.857

Discussion and Conclusion

This article aims to explain the relationship between knowledge management and organizational entrepreneurship in the country's automotive publications. Results showed that, first of all aspects of an organization's knowledge management with 3 dimensions of competitiveness, entrepreneurship, innovation and lead meaningful relationship. Secondly, in this study it was found that between any of the knowledge management there is no risk. Creating new business and innovation in the organization is the activity that results in improving the competitive position of the organization and performance. Another aspect phenomenon of entrepreneurship, strategic renewal is the symbol CE. The purpose of an organization's strategic modernization, reform mission, organization, single and extensive changes planned in the organization. Redefinition of repair through a single organization's mission and resources, the realization is spreading. On the other hand, need building modernization and adoption of new organizational structures to improve and promote innovation. Corporations in entrepreneurial activities are to the extent and nature of the specific problems

that they relate. The first problem is that "size" Such companies require the administrator to control, to create a clear structure. The second problem arises when the same kinds of corporate and management positions more to be added. "Increasing levels of management" in the sense of increasing the vertical distance between the executive management and lower level employees. Its weakness is MANAGING DIRECTOR workers or lower level managers, personal relationships difficult. When workers lose their relationship with the entrepreneur's hardly necessary levels of entrepreneurship in the organization is guaranteed. Third, in large organizations "need to control". When a company is large, it is necessary to control it more. As a result, the manager of the company is forced to standards of proven and quantifiable nature. Therefore, bureaucracy and reports, superior results compared to plan and report more work than the results, monitor, and the rules and standards of behavior towards entrepreneurship in large organizations. In the first place because they are not attracted to large organizations and independent entrepreneurial life to the lives of most of the companies prefer security. The people who worked primarily in companies, but they left after a few years.

Conflict of interest

The authors declare no conflict of interest

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