

**RELATIONSHIP BETWEEN PERSONALITY TRAITS
AND ORGANIZATIONAL ENTREPRENEURSHIP OF THE STAFF
OF ISLAMIC AZAD UNIVERSITY, SCIENCE AND RESEARCH BRANCH
OF IRAN. TEHRAN**

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Abstract: Building effective communication plays essential role for business development in today's competitive business industry. There are literally various studies on learning the effects of different personality characteristics on business development. The aim of this study was to determine the relationship between personality traits (five personality factors) and organizational entrepreneurship among the staff of Islamic Azad University, Science and Research Branch, Tehran, Iran. To determine the sample size, a table (Morgan and Krejcie) was used that the sample size was estimated to be 260 people by stratified random sampling method. Research tools include three long-form neo-personality questionnaires consisting of 240 questions and Robbins and Coulter corporate entrepreneurship questionnaire consisting of 22 questions. In order to analyze the data, descriptive tests, Pearson correlation coefficient and stepwise regression analysis were used to determine the contribution of variables in predicting organizational entrepreneurship. The results of this study showed that the neuroticism dimension has a negative relationship with organizational entrepreneurship and there is a positive relationship between the dimensions of extraversion, flexibility, agreement and conscientiousness.

Keywords: Personality traits, organizational entrepreneurship, Effective communication, Conscientiousness.

1. Introduction

The increasing rate of change and development in the scientific, economic and social fields is one of the most important features of the present age. The end of World War II is the starting point for the attention of various countries to economic development. This is something that has become more important today with the formation of the global economy and all-round competition. Today, on the other hand, today's organizations are faced with widespread international developments and threats that endanger their survival, and in order to survive, they must formulate new solutions and methods, constantly innovate, and be creative. . The driving force of such successful and efficient organizations is entrepreneurship [1]. Today,

organizations are able to survive that have the possibility and dynamic conditions and can provide a good response to change and equip their human resources with productive entrepreneurial knowledge and skills by creating the necessary conditions [2]. In different countries, in the knowledge of management and economics, special attention is paid to the entrepreneurship of economists and entrepreneurs. Strengthening entrepreneurship and creating a suitable environment for its development is one of the tools of economic development of countries, especially developing countries [3].

In today's highly competitive world, organizations need to change, and managers must find ways to reap the benefits of human creativity and innovation, and provide the right platform for entrepreneurial activity. Among the appropriate indicators and context for the development of organizational entrepreneurship, include leadership style, teamwork, adequate support of managers for creative and innovative people, reward system and appropriate encouragement of creative and risk-taking employees, therefore, to promote organizational entrepreneurial spirit, appropriate conditions within the organization. To exist [4]. Accordingly, today the study of entrepreneurship is one of the most common research areas in management studies. According to Hisrich, Peters, and Shepherd (2005) in general, entrepreneurship is the process of creating goods or providing new services with risk-taking and receiving financial rewards. Turner [5]. In another definition, entrepreneurship involves the search for opportunity and then the search for the resources needed. Organizations that hope to grow must understand how opportunities emerge [6]. Organizational entrepreneurship also means implementing the entrepreneurial process within the organization and using characteristics such as perseverance, risk-taking, creativity and innovation, during which a group of people within the organization become the engine of its development [7]. The main characteristics of entrepreneurial organizations, both in the private sector and in the public sector, equip these organizations with capabilities that, while improving efficiency, will be able to make better use of existing opportunities and be more adaptable to their environment. [8].

Among these, employees' personality traits are of special importance due to their direct impact on job performance and organizational entrepreneurship. Features such as success, risk-taking, creativity and attracting opportunities for the organization, which are known as entrepreneurial characteristics in managers, are also among these.

In recent years, chief executives and career counselors have increasingly required highly accurate and satisfactory methods to assess certain personality traits

of a volunteer at the critical moment of employment. Therefore, according to the personality of individuals, the process of hiring, transferring and promoting them can be improved. Since personality traits of individuals act as factors to determine their behavior, a framework for predicting behavior can be obtained by identifying these characteristics. Awareness of the personality of individuals can help the management of the organization to hire qualified people in various positions in the organization, which in turn will reduce employee turnover and increase their job satisfaction [5, 9]. Considering that, employment is an inevitable necessity for the survival and survival of society; this basic need will exist from the distant past and into the future. For this reason, given that work occupies a large part of life, in the early societies, everyone had to work, and everyone had to perform some of the tasks assigned to them in society.

In addition to providing the necessities of life, work is also essential for the growth of body and mind. Since the problems of employment and unemployment are one of the important concerns of families and government officials, the urgent need for innovation and new methods in the field of employment is an unavoidable necessity, which is one of the effective ways to benefit from entrepreneurship programs. Is. Identifying the behaviors and personality traits of the entrepreneur include: adaptability, search, independence, the need for progress and self-control, and thinking and thinking, and continues to work by adhering to the standards of success and decisive and new competitive situations that Planning and organizing existing employment can be accompanied by the type of activities and the application of proper management methods. Accordingly, learning and innovation is a basic need for organizations that seek survival and effectiveness, and many organizations in order to improve effectiveness and efficiency and flexibility strongly seek innovative and entrepreneurial methods and approaches. In this regard, organizational entrepreneurship is becoming a weapon of choice for many organizations, especially large organizations. Organizational entrepreneurship is an effort to create entrepreneurial mindsets and skills and of course to introduce these characteristics and mindsets into the culture and activities of the organization [10, 11]. Many studies show that certain personality traits are prerequisites for starting an entrepreneurship, which include success, risk-taking, belief in the center of internal control, and independence. Entrepreneurship education leads to the formation of some attitudes and behaviors in learners [8]. In addition, from the perspective of psychologists, the personality traits of entrepreneurs are adaptation, search, independence, the need for progress and self-control [4]. Therefore, the researcher intends to finally answer the question: what is the relationship between personality traits and organizational

entrepreneurship of the staff of the Islamic Azad University, Science and Research Branch of Tehran. Iran?

2. Research Hypothesis

There is a relationship between personality traits (five personality factors) and organizational entrepreneurship of Tehran Science and Research Unit staff.

3. Society and statistical sample of research

The present study population consists of all male and female administrative staff in associate, bachelor and master degrees of Islamic Azad University, Science and Research Branch in the 2015-2016 academic year, whose number is 800 people. The sample of the present study according to Morgan sampling table included 260 employees of the Islamic Azad University, Science and Research Branch of Tehran. The sample was done through stratified random sampling. In this way, in relation to the presence of employees of all faculties and departments in the research community, they were randomly examined.

4. Research Methods

Given that the present study seeks to determine the relationship between personality traits with organizational entrepreneurship and job performance and its results can be used in the community, it is practical in terms of purpose and descriptive in terms of method. Be; Descriptive in that it provides a picture of the current situation and is correlational in terms of relationship between variables and cross-sectional in terms of time. The information and data collected through the questionnaires will be analyzed in both descriptive and inferential forms. For this purpose, regression test will be used and statistical analysis will be performed using SPSS.20 software.

5. Descriptive research findings

Table 1 shows the descriptive findings of the research variables.

Table 1

Descriptive findings of research variables

Variables	mean	standard deviation	Minimum	Maximum	Inclination	Elongation
Psychiatrist	93/37	22/66	44	152	0/08	-0/33
Extrovert	98/67	17/26	60	144	-0/12	-0/52
Flexibility	125/94	17/93	68	164	-0/35	0/35
Agreement	145/98	24/81	88	200	-0/16	-0/57
Conscience	119/34	21/09	56	180	0/03	0/29
Entrepreneurs hip	78/46	16/86	30	110	-0/30	-0/10

6. Conclusion

Given that neurosis can be a companion trait of a person, at least from the beginning of life, so the person does not have enough peace of mind to focus and mental test different ways to come up with ideas and interact with others to perform. On the other hand, day-to-day management of organizational affairs requires individual abilities to manage work pressures and different expectations of different stakeholders. The extrovert can cope well with failure and not distance himself from society, and due to his ability to establish and maintain relationships with others, he is not afraid of obtaining information and testing their correctness or inaccuracy, and welcomes failure. Therefore, people with high extraversion are people who are confident and determined to do new things. People who can resume their work immediately after any failure, both mental and objective, and do not despair and try another method, always open their minds to the information and experience of others and prepare a dynamic mind for themselves. Seen, developed it, which will eventually lead to the production of new ideas. People with a conscience also have a strong sense of duty, which has a positive effect on entrepreneurship in order to increase it. In fact, conscientiousness plays a key role in the ability of entrepreneurs to lead risky activities.

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