



● **IN THE NAME OF
ALLAH**

ENTREPRENEURSHIP

A CONTEMPORARY APPROACH

KURATKO / HODGETTS , FIFTH EDITION-2001 , CHAPTER 4

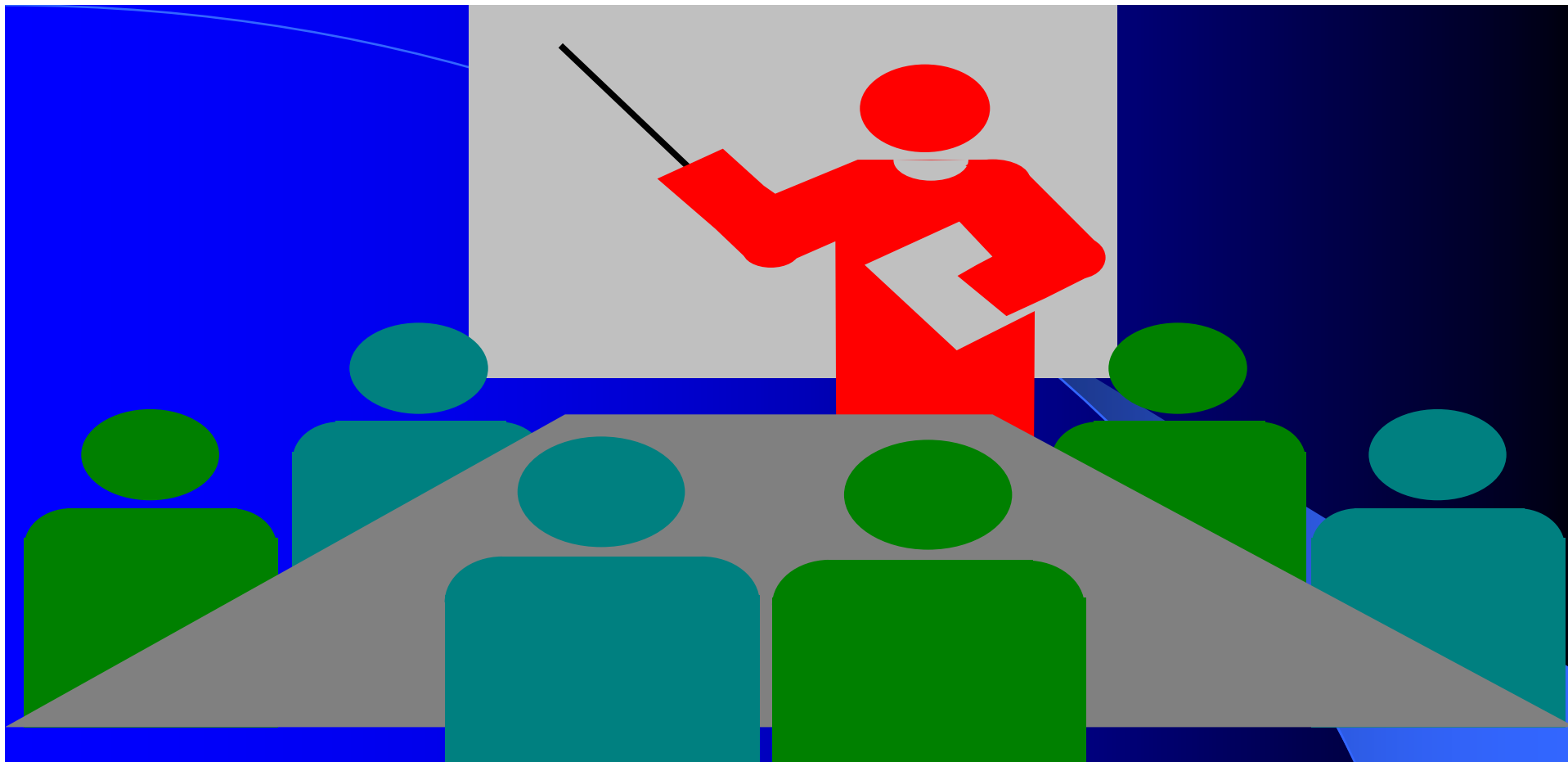
UNDERSTANDING THE

ENTREPRENEURIAL

PERSPECTIVE

IN INDIVIDUALS





PRESENTATION BY

**MOHAMMAD
JAFARIFAR**

1380/9/3

THE ENTREPRENEURIAL PERSPECTIVE



TO CONCENTRATE ON ALMOST **ANYTHING**
EXCEPT **THE INDIVIDUAL**

**ECONOMIC SITUATIONS , MARKETING ,
FINANCE PUBLIC AGENCY ASSISTANT**

GENERATION OF THE 21ST CENTURY, GENERATION E

IN USA :

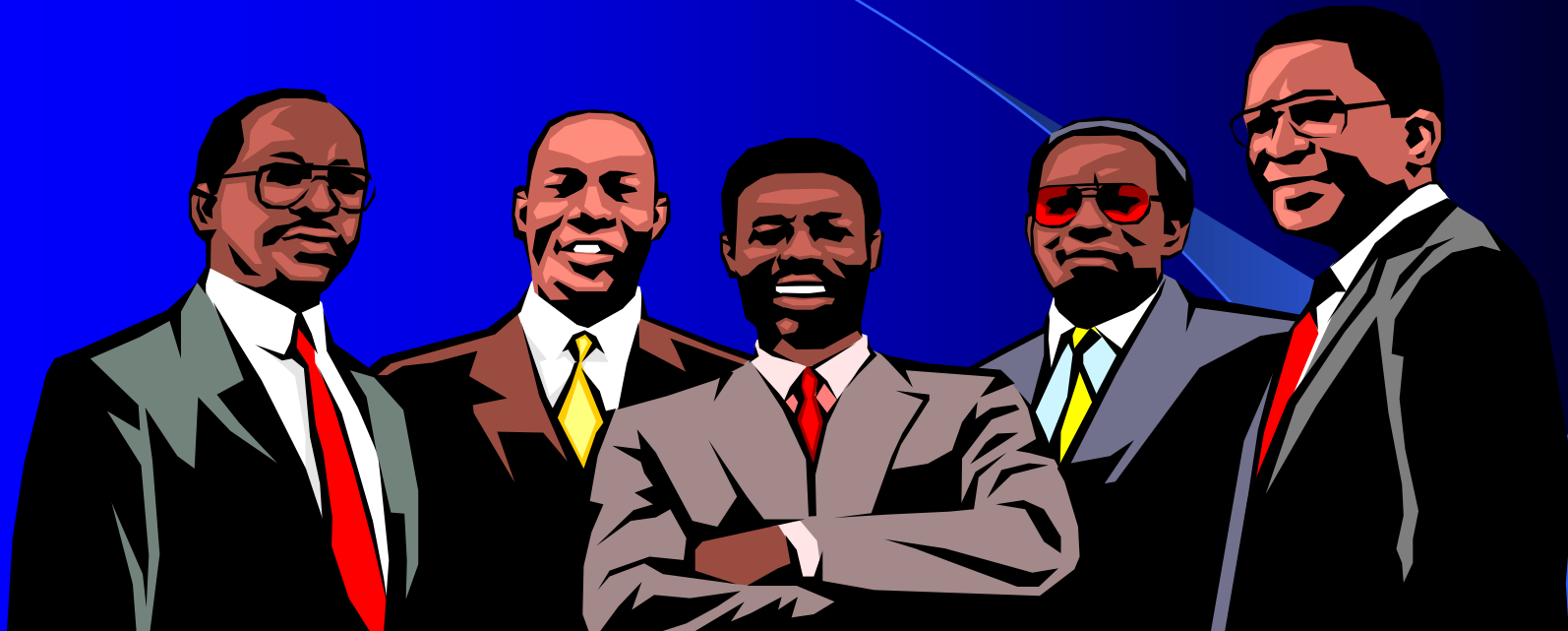
**5.6 MILLION UPTO AGE 34 YOUNG , TRING TO
START THEIR OWN BIZ.**

**1/3 OF NEW ENTERPRENEURS ARE YOUNGER
THAN AGE 30**

**MORE THAN 60% OF AGES 18-29 WANT OWN
BIZ.**

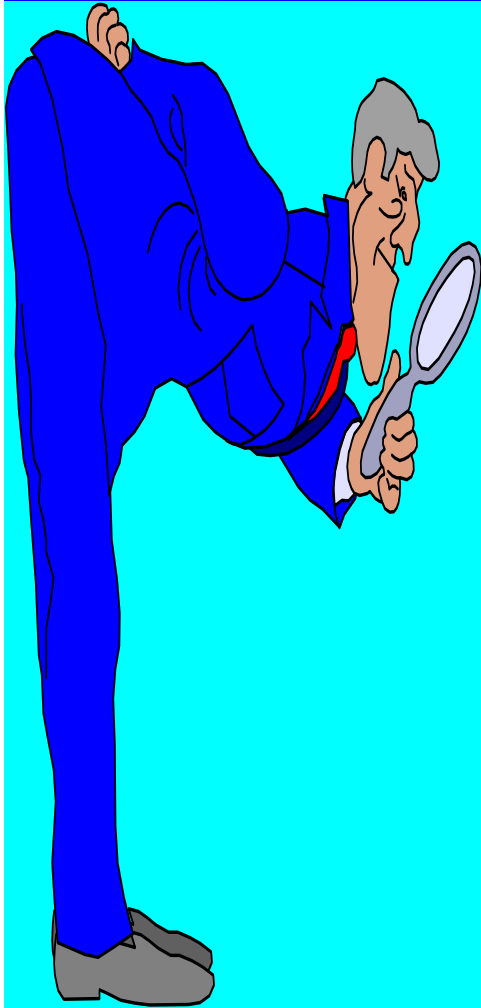
**80% OF WOULD BE ENTREPRENEURS,R
AGES 18-34**

WHO ARE ENTREPRENEURS ?



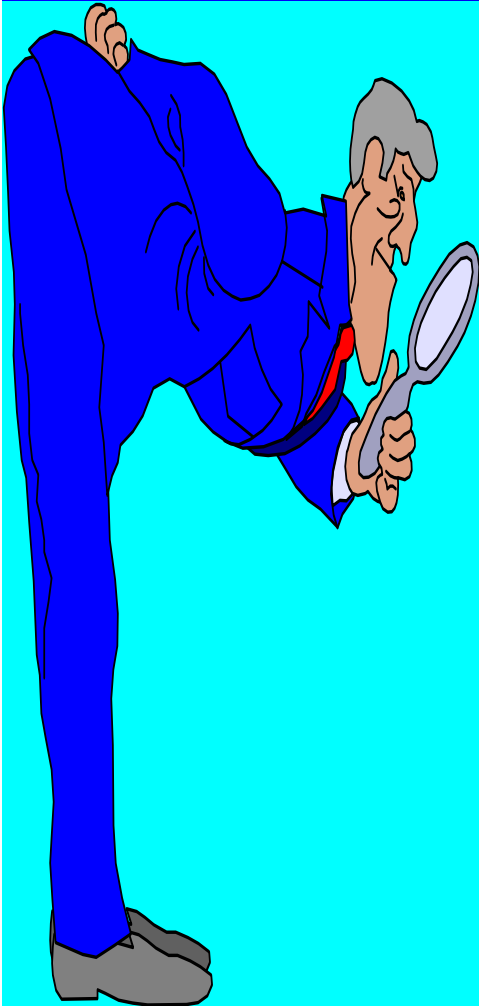
- CORNERSTONE OF THE ENTERPRISE SYSTEM
- THE FAILURES → DIFFICULTY OF ENTREPRENEURSHIP

SOURCES OF RESEARCH ON ENTREPRENEURS



- 1- TECHNICAL & PROFESSIONAL JOURNALS
- 2- TEXTBOOKS ON ENTREPRENEURSHIP
- 3- BOOKS ABOUT ENTREPRENEURSHIP
- 4- BIOGRAPHIES OR AUTOBIOGRAPHIES
- 5- SUMMARIES ABOUT ENTREPRENEURS

SOURCES OF RESEARCH ON ENTREPRENEURS



- 6- NEWS PERIODICALS**
- 7- VENTURE PERIODICALS**
- 8- NEWSLETTERS**
- 9- PROCEEDINGS OF CONFERENCES**
- 10- GOVERNMENT PUBLICATIONS**
- 11- DIRECT OBSERVATIONS OF PRACTICING ENTREPRENEURS**

A REVIEW OF THE LITERATURE RELATED TO ENTREPRENEURSHIP
CHARACTERISTICS

COMMON CHARACTERS OF ENTREPRENEURS

JOHN KAO

- 1-TOTAL COMMITMENT , DETERMINATION , PERSEVERANCE
- 2-DRIVE TO ACHIVE & GROW
- 3-OPPORTUNITY & GOAL ORIENTATION
- 4-TAKING INITIATIVE & PERSONAL RESPONSIBILITY
- 5-PERSISTENT PROBLEM SOLVING



COMMON CHARACTERS OF ENTREPRENEURS(continue)

- 6-REALISM & A SENSE OF HUMOR
- 7-SEEKING & USING FEEDBACK
- 8-INTERNAL LOCUS OF CONTROL
- 9-CALCULATEC RISK TAKING & RISK SEEKING
- 10-LOW NEED FOR STATUS & POWER
- 11-INTEGRITY & RELIABILITY



CHARACTERISTICS OFTEN ATTRIBUTED TO ENTREPRENEURS

BY HARNADAY

- 1. CONFIDENCE
- 2. PERSEVERANCE , DETERMINATION
- 3. ENERGY , DILIGENCE
- 4. RESOURCEFULNESS
- 5. ABILITY TO TAKE CALCULATED RISKS
- 6. DYNAMISM , LEADERSHIP
- 7. OPTIMISM
- 8. NEED FOR ACHIEVE



CHARACTERISTICS OFTEN ATTRIBUTED TO ENTREPRENEURS (CONTINUE)

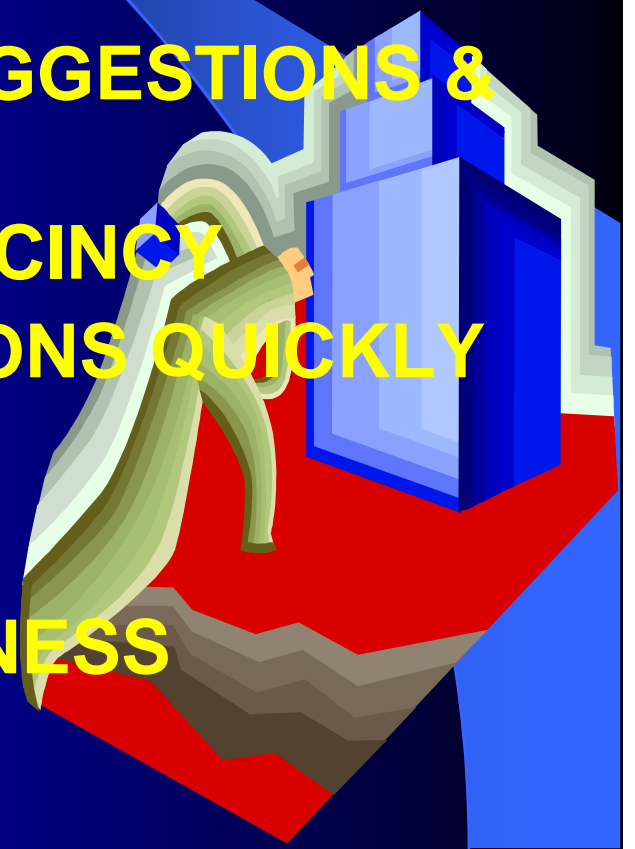
- 9.VERSATILITY : KNOWLEDGE OF PRODUCT ,MARKET,MACHINERY , TECH.
- 10.CREATIVITY
- 11.ABILITY TO INFLUENCE OTHERS
- 12.ABILITY TO GET ALONG WELL WITH PEOPLE
- 13.INITIATIVE
- 14.FLEXIBILITY
- 15.INTELLIGENCE
- 16.ORIENTED TO CLEAR GOALS



CHARACTERISTICS OFTEN ATTRIBUTED TO ENTREPRENEURS

(CONTINUE)

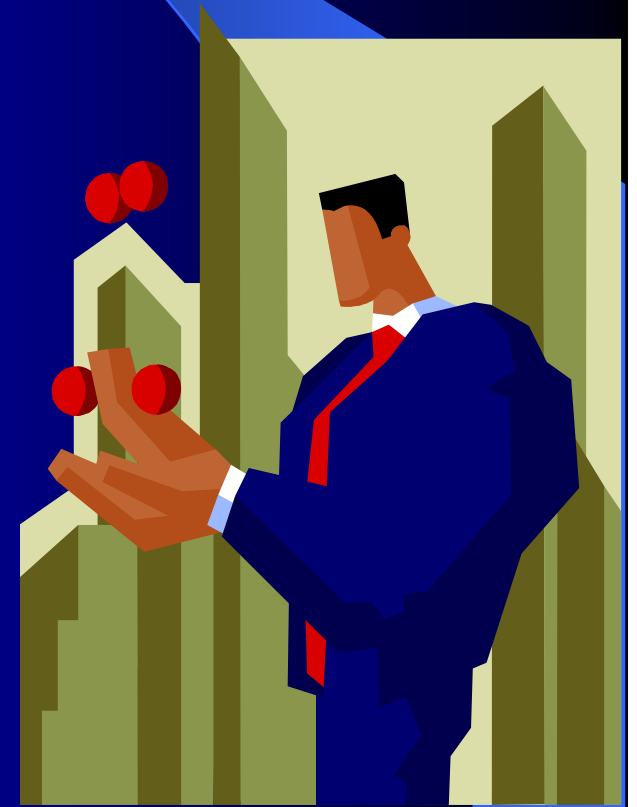
- **17. POSITIVE RESPONSE TO CHALLENGES**
- **18. INDEPENDENCE**
- **19. RESPONSIVENESS TO SUGGESTIONS & CRITICISM**
- **20. TIME COMPETENCE, EFFICIENCY**
- **21. ABILITY TO MAKE DECISIONS QUICKLY**
- **22. RESPONSIBILITY**
- **23. FORESIGHT**
- **24. ACCURACY, THOROUGHNESS**
- **25. COOPERATIVENESS**



CHARACTERISTICS OFTEN ATTRIBUTED TO ENTREPRENEURS

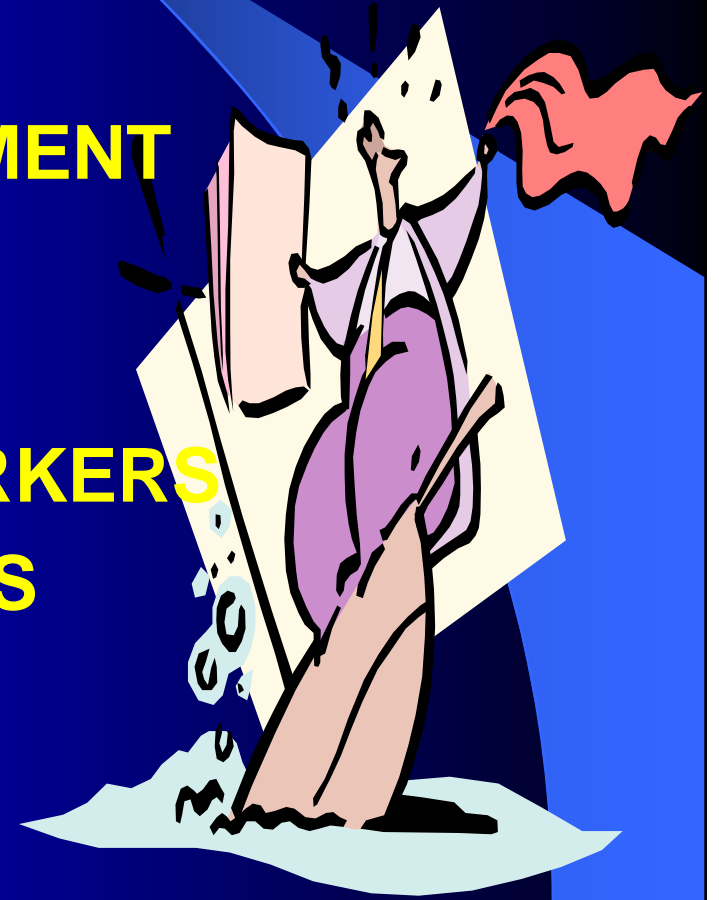
(CONTINUE)

- **26.PROFIT ORIENTATION**
- **27.ABILITY TO LEARN FROM MISTAKE**
- **28.SENSE OS POWER**
- **29.PLEASANT PERSONALITY**
- **30.EGOTISM**
- **31.COURAGE**
- **32.IMAGINATION**
- **33.PERCEPTIVENESS**



CHARACTERISTICS OFTEN ATTRIBUTED TO ENTREPRENEURS (CONTINUE)

- 34.TOLERATION FOR AMBIGUITY
- 35.AGGRESSIVENESS
- 36.CAPACITY FOR ENJOYMENT
- 37.EFFICACY
- 38.COMMITMENT
- 39.ABILITY TO TRUST WORKERS
- 40.SENSITIVITY TO OTHERS
- 41.HONESTLY , INTEGRITY
- 42.MATURITY , BALANCE



CHARACTERISTICS TODAY'S ENTREPRENEURS SHARES

BY SOO JI MIN

- 1.RECOGNIZE & TAKE ADVANTAGE OF OPPORTUNITY
- 2.RESOURCEFUL
- 3.CREATIVE
- 4.VISIONARY
- 5.INDEPENDENT THINKER
- 6.HARD WORKER
- 7.OPTIMISTIC
- 8.INNOVATOR
- 9.RISK TAKER
- 10.LEADER



THE DARK SIDE OF ENTREPRENEURSHIP

- **REWARD , SUCCESSES & ACHIVEMENTS.**
- **ENERGETIC DRIVE IS DUAL EDGED.**
- **EXISTANCE OF NEGATIVE FACTOR.**
- **ALTHOUGH ,HAVE A POSITIVE ASPECT.**
- **ENVELOPE ENTREPRENEURS &
DOMINATE THEIR BEHAVIOR .**
- **M KETS DE VRIES , ACKNOWLEDGED
THESE FACTORS AS BELLOW :**

THE DARK SIDE OF ENTREPRENEURSHIP (FACTORS)

- **1) THE ENTREPRENEUR'S
CONFRONTATION WITH RISK**
- **2) STRESS AND THE
ENTREPRENEUR**
- **3) THE ENTREPRENEURIAL EGO**

THE ENTREPRENEUR'S CONFRONTATION WITH RISK

THE HIGHER THE REWARDS , THE
GREATER THE RISK .

THIS IS THE WHY ENTREPRENEURS
TEND TO EVALUATE RISK VERY
CAREFULLY.

THE PERSONAL FINANCIAL **RISK**.
THE PROFIT MOTIVE (ACTIVITY).

TYPOIOGY OF ENTREPRENEURIAL STYLES

MONROY & FOLGER

LEVEL OF PROFIT MOTIVE



PROFIT SEEKING RISK AVOIDING	PROFIT SEEKING RISK ACCEPTING
ACTIVITY SEEKING RISK AVOIDING	ACTIVITY SEEKING RISK ACCEPTING



LEVEL OF PERSONAL FINANCIAL RISK

THE TYPES OF RISK THAT ENTREPRENEURS FACE

1- FINANCIAL RISK

2- CAREER RISK

3- FAMILY & SOCIAL RISK

4- PSYCHIC RISK

STRESS AND THE ENTREPRENEUR

- **STRESS CAN BE VIEWED AS A FUNCTION OF:**

**DISCREANCIES BETWEEN THE
INDIVIDUAL'S EXPECTATIONS & ABILITY
TO MEET DEMANDS.**

**DISCREANCIES BETWEEN THE
INDIVIDUAL'S EXPECTATIONS &
PERSONALITY.**

SOURCES OF STRESS

- **1- LONELINESS**
- **2- IMMERSION IN BUSINESS**
- **3- PEOPLE PROBLEMS**
- **4- THE NEED TO ACHIEVE**

THE ENTREPRENEURIAL EGO

- THE ENTREPRENEUR MAY EXPERIENCE THE NEGATIVE EFFECT OF AN INFLATED EGO .
- THE CHARACTERISTICS THAT USUALLY PROPEL ENTREPRENEURS INTO SUCCESS , ALSO CAN BE EXHIBITED TO THEIR EXTREME .

4 IMPLICATIONS CHARACTERISTICS

- **1- AN OVERBEARING NEED FOR CONTROL**
- **2- SENSE OF DISTRUST**
- **3- OVERRIDING DESIRE FOR SUCCESS**
- **4- UNREALISTIC OPTIMISM**

ENTREPRENEURIAL MOTIVATION

- **MOTIVATION PLAY AN IMPORTANT PART IN THE CREATION OF NEW ORGANIZATIONS.**
- **THE QUEST FOR NEW VENTURE CREATION,**
- **THE WILLINGNESS TO MAINTAIN THAT VENTUREIS,**
- **DIRECTLY RELATED TO**
- **AN ENTREPRENEUR'S MOTIVATION**



**• MANY
THANKS
FOR YOUR
ATTENTION**

