

opcióñ

Revista de Antropología, Ciencias de la Comunicación y de la Información, Filosofía,
Lingüística y Semiótica, Problemas del Desarrollo, la Ciencia y la Tecnología

Año 35, 2019, Especial N°

19

Revista de Ciencias Humanas y Sociales

ISSN 1012-1537/ ISSNe: 2477-9385

Depósito Legal pp 198402ZU45



Universidad del Zulia
Facultad Experimental de Ciencias
Departamento de Ciencias Humanas
Maracaibo - Venezuela

Pattern of organizational entrepreneurship development in heritage, handicrafts, and tourism organization

Dr. Seyed Saeed Hashemi¹

¹Tourism Planning Department, University of Science and Culture,
Tehran, Iran

hashemi@usc.ac.ir

Homayoun Yousefi^{2*}

²Tourism Management, University of Science and Culture,
Tehran, Iran

h.yousefi@usc.ac.ir

Abstract

The objective of this research is to provide a Pattern of organizational entrepreneurship development in the tourism field in the cultural heritage, handicrafts, and tourism organization. Data collection tool in the qualitative step is the semi-structured and open interviews. Research results show that cultural heritage, handicrafts, and tourism organization need a realistic and long-term approach, and partial, short-term, and sectional approaches will not be useful. In conclusion, the entrepreneurial activities of the organization members must be improved to have the dynamic organization that the role of the organization managers in growing the entrepreneurship is so vital.

Keywords: Organizational Entrepreneurship, Culture, Heritage, Handicrafts.

Patrón de desarrollo del emprendimiento organizacional en patrimonio, artesanía y organización turística

Resumen

El objetivo de esta investigación es proporcionar un Patrón de desarrollo empresarial empresarial en el campo del turismo en el patrimonio cultural, la artesanía y la organización turística. La herramienta de recolección de datos en el paso cualitativo son las entrevistas semiestructuradas y abiertas. Los resultados de la investigación muestran que el patrimonio cultural, la artesanía y la organización del turismo necesitan un enfoque realista ya largo plazo, y los enfoques parciales, a corto plazo y seccionales no serán útiles. En conclusión, las actividades empresariales de los miembros de la organización deben mejorarse para tener la organización dinámica que el rol de los gerentes de la organización en el crecimiento del espíritu empresarial es tan vital.

Palabras clave: Emprendimiento organizacional, Cultura, Patrimonio, Artesanía

1. INTRODUCTION

One of the most dominant flows on human life at the beginning of the third millennium is entrepreneurship which is the basis of change and evolution. People, organizations, and societies which cannot align with these accelerated evolutions will stop, fail, and damage. Today, entrepreneurship in the competitive and market-based economy has a key role. In other words, ideas, products, and services are always changing in the dynamic economy. Meanwhile, entrepreneurs provide a Pattern to cope with and adapt to the new conditions. This entrepreneurship has a determinant role in an

extensive and multilateral interaction in human modern life. According to Dracker, although it has passed several centuries from entrepreneurship genesis, the varied environmental conditions of last century has made a revolution in the entrepreneurship (Russell & Faulkner, 2004). Therefore, many countries of the world by accepting the Schumpeter statement as entrepreneurship is the engine of development, believe that entrepreneurship has provided an inevitable role in improving the production and promotion of economic growth and is actually equivalent to the individual, organizational, and national success (Hashemi and Salarzahi, 2007).

In this regard, the organizational entrepreneurship is considered as the very important concepts whose importance and advantages have been perceptible in various industrial, agricultural, and service sub-sectors for many organizations and business companies and agencies (Rezaei et al., 2011). The organizational entrepreneurship is based on the ability of an organization in learning by discovering new knowledge and using the existed knowledge (Zahra, 1999). It has quickly changed to the selective tool for many organizations particularly the great ones. The organizational entrepreneurship contains the entrepreneurs' attempts which need the organizational support, and resources attribution to execute the innovative activities as the organizational, process, and product innovation (Naghdi et al., 2017). Organizations role in obtaining the economic, political, social, and cultural objectives is so significant that each society's organizations are called the leading loops of that society. The economic, industrial, social, and cultural positions of the state are in a

way today that solving the problems and dilemmas needs new and different solutions. The young demographic distribution of the state necessitates the job opportunities. In addition, oil price fluctuation is the significant factor that makes the state macro-politicians and decision makers think to another easy income resource except for oil. Undoubtedly, that resource is not anything except innovation and creativity. Nowadays, the innovative, creative, and inventive individuals are the origin of great evolutions in the industrial, production, and service fields in the world. The economic development wheels are always moved by entrepreneurship development (Parker, 2009; prasnowo & hidayat, 2019).

In this regard, as tourism is known as the biggest service provision industry of the world based on income, its growth ends to the great economic and social changes and is so significantly important for the high unemployment rate, exchange resources limitation, and single-production economics in the developing countries. The development of tourism influences on the national income, exchange resource, employment, and other macroeconomic variables. Regarding the applying nature of the tourism industry in spite of the technological developments in the world, this industry is still based on the human force in a way that this industry has changed to the indirect employment in industry subsectors and indirect employment in many financial, advertisement technical, legal, transportation, nutrition, administrative services, selling, medical and health, hoteling, etc. activities (Oh, 2005). This characteristic is significantly important for countries with unemployment problem and has the essential (natural,

cultural, historical, and social) abilities. The tourism industry in the regional level provides exchange income which makes the economic growth in the national level by providing job opportunities, proper income distribution, and regionally balanced development which improve the local people's lives. Many developing countries know tourism as a way of all-aspect development (Dieke, 2003).

As it was mentioned, the tourism industry is one of the most important sectors that are effective in the state economy for employment and income. Thus, organizational entrepreneurship development in cultural heritage, handicrafts, and tourism organization seems essential to improve and develop tourism. Lack of the Pattern with the definite indexes to urge and make the entrepreneurial activities in the cultural heritage, handicrafts, and tourism organization caused this research to provide a Pattern in which the proper Pattern for the organizational entrepreneurship development is selected based on the appropriate indexes for cultural heritage, handicrafts, and tourism organization. The main question of this research based on what mentioned previously is which factor are effective in organizational entrepreneurship development in the cultural heritage, handicrafts, and tourism organization (Khanifer & Vakili, 2008).

2. RESEARCH BACKGROUND

Yadollahifarsi et al. (2008) in a research concluded the significant and positive relationship between the intra-organizational

entrepreneurship and organization variables including control and monitoring, decision making manner, communications, risk-taking, change, innovation, training and research, organizational reward and objectives, and the negative and significant relationship between the age and managerial background. Mirfakhroddini showed in a research that the variables of innovation, self-making, new risk-taking, organizational culture, organizational environment, and intra-organizational components directly influence the company's performance. Mahmudian and Fekhri (2013) used a score balanced card to provide a Pattern to evaluate the organizational entrepreneurship development and prioritized and weighed the performance evaluation indexes.

Belousova et al. (2010) showed a positive and significant relationship between organizational entrepreneurship and management support, employees' training, organizational culture, structural factors, and environmental factors. Aktan and Bulut (2008) showed in research by studying entrepreneurship aspects that each aspect of the organizational entrepreneurship such as innovation, risk-taking, the pioneering, and competitive invasion has the significant and positive relationship with the financial performance. Chen et al. (2005) concluded in research that there is a positive and significant relationship between the organizational entrepreneurship and management support, organizational structure, coding the entrepreneurship policies in the organization, and the environmental conditions. It is probable based on the mentioned variables that are the function of time and place conditions and various other factors which

must be examined individually in each organization. If cultural heritage, handicrafts, and tourism organization is an entrepreneur organization, it can make opportunities where managers, planners, decision makers, and entrepreneur employees perceive the opportunities better, use the present resources and opportunities for more innovation in the tourism field. Therefore they grow faster and persist in the global, regional, and national competitiveness level, and do their emission as well as possible. Thus, raising and reinforcing the entrepreneurship spirit in the cultural heritage, handicrafts, and tourism organization needs to provide the proper conditions.

3. METHODOLOGY

This research is applied based on the objective and has a descriptive-analytical method, it is surveying based on data collection method. Regarding the main objective, the methodology of this research is mixed by two sequential exploratory types (first qualitative and the quantitative methods). Content analysis (qualitative interview with experts) (studying the articles, documents, and interview tool) was used to make the research conceptual Pattern. Using the snowball sampling and interviewing with the research statistical population, including senior managers and consolors of cultural heritage, handicrafts, and tourism organization of Iran, the forming components of the organizational entrepreneurship were identified and classified in the tourism organization. In the qualitative phase, 23 individuals were selected as the statistical sample. The data was repeated after the 19th

interview and so on. However, the interview continued to the 23rd person for the reliability and theoretical saturation. In the quantitative phase of research, 20 samples were selected in accordance with the existed parameters to the Pattern for each parameter. Research samples number was 160 (Maccallum et al., 2001).

The random stratified sampling method was used because the existed groups in the statistical population were different. The researcher-made questionnaire was used to collect the data in the quantitative phase which was adopted from the concepts and components of the qualitative phase. This questionnaire includes the same weighed items which were designed using five-point Likert spectrum (very low to very high). Cronbach's alpha coefficient was used to determine the reliability of the questionnaire ($\alpha=0.948$), and its face and content validity were confirmed by the tourism experts. A descriptive statistical method as used in research quantitative phase to describe the demographic characteristics of the participants by spss20 software. In addition, AMOS software was used to examine the research structure Pattern and evaluate the Pattern.

4. RESEARCH FINDING

Information analysis process in data-grounded theory is based on three open coding steps (concepts creation and issues), axial coding (identification of the issue), and selective coding (creating a theory). First, all the interviews were analyzed and the extracted keynotes from

them were coded. Similar codes were attributed to the specific concepts after analyzing them. Axial coding was studied in the second step of data analysis. The aim of this step is communication between the produced issues in the open coding. In this step, concepts, symbols, and selective coding were studied based on organizational entrepreneurship development. Symbols were classified in concept formation including organizational culture, organizational structure, environmental factors, improving the entrepreneurs’ skills, innovation, market-pioneering, renovation, and risk-taking (table 1) (Taeri et al., 2013).

Table 1: axial and open coding (identification of concepts and issues)

Title	Concept	Symbol
The effective factors on organizational entrepreneurship development	Organizational culture	Development of creativity, knowledge and abilities Team work to achieve mutual goals Value to continue the permanent skills of the employees Similar massive identities and values Objectives based on definite goals and landscape Specific strategic direction Valuing teamwork to achieve organizational goals
	Organizational structure	Structural flexibility Emphasis on teaming having adequate authorities by members to do affairs Less complexity in organizational relationships and structure Effective organization communication between manager and employees Creating incentive systems for entrepreneurial activities

	Environmental factor	Government supportive policies Economic security for the development of entrepreneurial activities Support of the banks and financial institutions Establishing effective and targeted outsourcing Modifying people attitude towards tourism
	Improve entrepreneurial skills	Improving the professional skills Developing the creative and innovative spirit Improving risk-taking spirit Holding entrepreneurship training class
Organizational entrepreneurship	Innovation	Providing new services in various fields Developing new and innovative ideas Producing the new ideas to improve methods searching new processes and methods using new ideas to provide services
	Market Pioneering	Mangers' foresight Providing new services and ideas Planning for the effective confrontation with problems Leading in providing and making new services
	Renovation	Displacement of the old with new methods Continuous training of employees and increasing their knowledge and skills effective organization Pushing activities to ward new fields The flexible organizational structure development

	Risk taking	Supporting the small innovative designs Risk taking Anticipating from innovative behaviors Tolerating managers diverge from the usual rules and regulations for providing new services
--	-------------	---

In the next step, the researcher coded selectively and provided a Pattern based on the results of axial and open coding. According to the results, it is essential to attend the concept of the organizational culture to reach desirable organizational entrepreneurship development. The organizational culture in the organizational entrepreneurship development is focused on promoting the organizational desirable behaviors and ideas which are creativity, knowledge, ability, teamwork to reach the mutual objective, etc. in this research. The next step in designing the desirable organizational entrepreneurship development Pattern is determining the organizational structure which contains the structural flexibility, having adequacy authority by members to do responsibilities, fewer complications in the organizational structure and relationships, etc. in the organizational environments. The entrepreneurial Behaviors of the organization members can be increased through these actions. The environmental factor has an effective role in the entrepreneurship development of the organization with economic security to develop the entrepreneurial activities, banks and financial institutions support, the effective and purposeful outsourcing communication. Improving the entrepreneurial skills is essential to develop entrepreneurship which includes supporting the

small innovative designs, risk-taking, proving the risk-taking spirit, and holding the entrepreneurship training classes.

In addition to the effective factors on the organizational entrepreneurship development, attention to the organizational entrepreneurship trends in formulating the desirable Pattern is very essential. Innovation develops innovative and new ideas, produce new ideas to improve methods, etc. and develop organizational entrepreneurship by making and providing new services in various fields. Market-pioneering includes managers' foresight, providing new services and ideas, planning to face with problems effectively, and leading in making the providing new services causes the desirable and dynamic reaction or organization against the changes. Moreover, organizational innovation by displacing the old to the new methods, the permanent training of employees, and increasing their skills and awareness, and making effective organizational communication for the dynamic organization seem necessary. In this regard, risk-taking by supporting the innovative and small designs, risk-taking, anticipating innovative behavior, Tolerating managers diverge from the usual rules and regulations for providing new services to provide the new services, as the complementary entrepreneurial activity, are considered essential (figure 1).

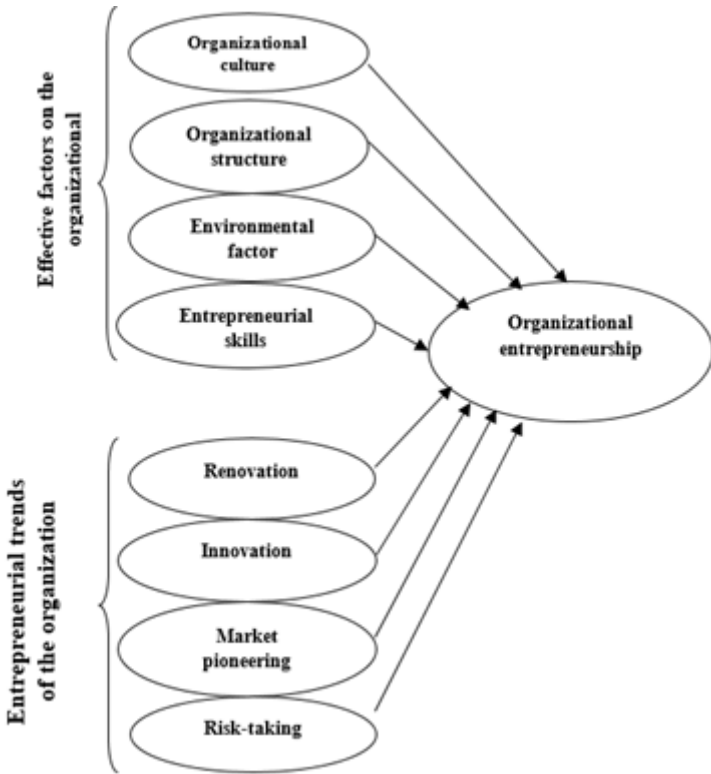


Figure 1. research conceptual Pattern: organizational entrepreneurial components and the effective factors on its development

The questionnaire containing closed-end questions (in five-point Likert spectrum) was prepared to examine the obtained results quantitatively. The structure and content validity were used including (diagnostic and convergent validity) to determine the validity of the research tool, and combined reliability was used to determine its reliability. Content validity of the questionnaire was confirmed according to the experts' ideas about the research field. The structure

validity was obtained based on the triple criterions including standard factor loads higher or equal to 0.5, the mean extracted variance of higher or equal to 0.5, and combined reliability of higher or equal 0.7 (table 2). Similarly, the square correlation between the studied latent variables was lower two by two in two structures of the organizational entrepreneurship and designing the organizational entrepreneurship diagnostic validity from the extracted variance mean of both latent variables. Therefore, the research tool has a proper diagnostic validity. The correlation coefficients among all the studied latent variables in two structures of the organizational entrepreneurship and organizational entrepreneurship development Pattern were significant about the logical validity. As a result, the research tool had logical validity. As it was shown about the reliability of the studied structures in table 2, the research tool has the proper reliability because the obtained combined reliability values for the various latent variables were higher than 0.7.

Table 2: summary of the obtained results from the structure validity and combined reliability of research tool

The main parts of the questionnaire	Related components	Combined reliability	The extracted mean variance	Correlation coefficient between latent variables			
				Renovation	Innovation	Pioneering	Risk taking
Organizational entrepreneurship	Renovation	0.861	0.542	1	-	-	-
	Innovation	0.831	0.684	0.568	1	-	-

	Market Pioneering	0.849	0.669	0.581	0.586	1	-
	Risk taking	0.892	0.648	0.598	0.591	0.511	1
	Total	0.858	0.635	-	-	-	-
				Organizational culture	Organizational structure	Environmental factor	Entrepreneurial skills
The effective factors on entrepreneurship development	Organizational culture	0.841	0.512	1	-	-	-
	Organizational Structure	0.936	0.641	0.5320	1	-	-
	Environmental factor	0.922	0.723	0.451	0.574	1	-
	Entrepreneurial skills	0.791	0.545	0.502	0.539	0.341	1
	Total	0.872	0.605	-	-	-	-

In this research, exploratory factor analysis was used in this research to determine and identify the effective factors on the organizational entrepreneurship development t. Thus, Kaiser- Meyer-Oklin measure of sampling adequacy (KMO) (KMO) was used to ensure about the adequacy of sample numbers before factor analysis, and Bartlett’ test of sphericity has been used to determine the correlation between the variables (items) (table 3).

Table 3: Bartlett and KMO test results

		value
Kaiser- Meyer- Oklin measure of sampling adequacy (KMO)		0.759
Bartlett Test of Sphericity	Chi-2 value (χ^2)	1559.97
	DF	351
	p-value	0.001

According to the findings of table 3, the KMO value was 0.759. This value shows that research samples are adequate for the factor analysis, and factor analysis was possible for the mentioned data and data can be reduced as a series of latent factors. Moreover, Bartlett test results (sig=0.001, $2\chi=1559.97$) show the high correlation among items. As a result, using the factor analysis is proper to identify the effective factors of the organizational entrepreneurship development. According to the results of exploratory factor analysis which was reduced from 40 items to 8, the ability to predict these factors in the organizational entrepreneurship development is 84.189 based on the factors accumulative variance% (table 4).

Table 4: results of studying reach effective factor on the organizational entrepreneurship development

factor	Factor variance%	Cronbach's alpha
Innovation	10.14	0.927
Renovation	14.388	0.914
Market Pioneering	4.365	0.917
Risk taking	11.04	0.862
Organizational culture	13.516	0.923
Organizational structure	15.106	0.821
Environmental factor	9.817	0.786
Entrepreneurship skill	5.81	0.786

Fitting indexes were used to have a proper Pattern of organizational entrepreneurship development and its proper fitting. Three indexes of absolute, comparative, and parsimonious indexes were used to determine the Pattern fitting in the SEM. According to the obtained results from the table, chi-2 value (χ^2), degree of freedom, and χ^2/df ratio are 2440.539, 938, and 2.602, respectively. Since these values are between 1 and 3, the Pattern is confirmed. Goodness fit index (GFI) is 0.924 which shows the acceptability of this value for the desired fit of the Pattern. The value of RMSEA that is another branch of best fit is 0.068 lowering than 0.08 is acceptable. It shows that research Pattern is confirmed. Another goodness fit indexes for SEM are in a way that Tucker-Lewis Index (TLI), Bentler- Bonett index, comparative fit index, and parsimonious normed fit index are 0.94, 0.935, and 0.656, respectively (table 5).

Table 5: fit indexes for the organizational entrepreneurship development Pattern

	Fit index	Value	Criterion	Interpretation
Absolute f it index	Chi-2 (χ^2)	539/2440	-	-
	DF	938	-	-
	Chi-2 / DF (χ^2/df)	2.602	1-3	Good fitness
	Goodness fit index (GFI)	0.924	Higher than 0.9	Good fitness
Comparative fit index	Tucker-Lewis index (TLI)	0.911	Higher than 0.9	Good fitness
	Benthaler -Bonnet index (BBI)	0.94	Higher than 0.9	Good fitness
	Comparative fit index (CFI)	0.935	Higher than 0.9	Good fitness
Parsimony fit index	Root mean square error approximation (RMSEA)	0.068	Lower than 0.08	Good fitness
	Parsimonious Nor med Fit Index (PNFI)	0.656	Higher than 0.05	Good fitness

As it is seen, all show the good fitness of Pattern, and confirmed the organizational entrepreneurship development Pattern in cultural heritage, handicrafts, and tourism organization.

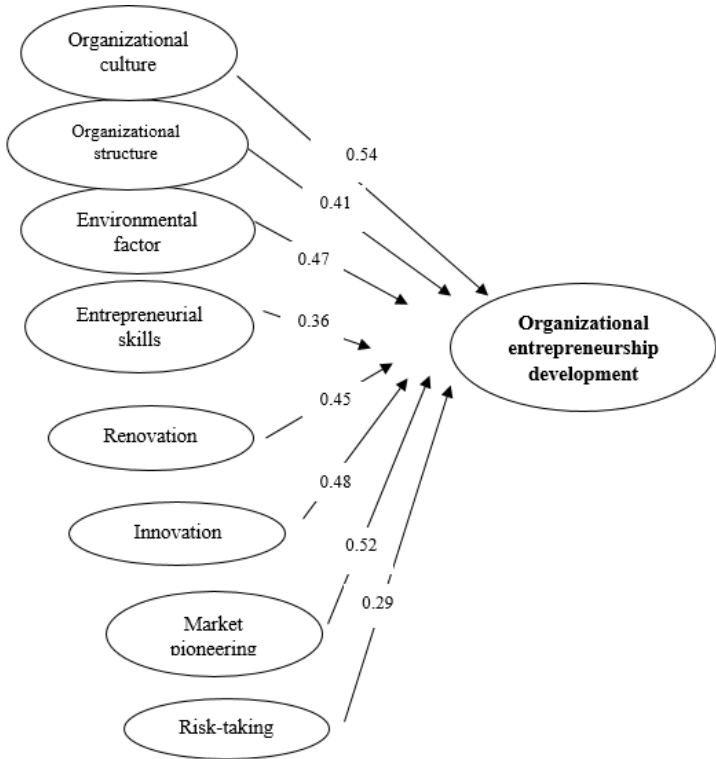


Fig 2: research structural Pattern with the normed coefficients

5. DISCUSSION AND CONCLUSION

Now, the issue of entrepreneurship in Iran tourism is one of the important and principal concerns of tourism managers and one of the

most principal issues of income resources. Many countries have found out this matter incrementally that they need innovation to improve their economic conditions and try to find the new ways. In this regard, this research aims at designing the organizational entrepreneurship development Pattern in the cultural heritage, handicrafts, and tourism organization. Various parts of organizational entrepreneurship development Pattern were identified, measured and the relationships among them were examined. Finally, the mentioned Pattern was plotted using the SEM and partial least square method. Pattern results about the measured Pattern show that all the selected symbols have necessary and sufficient precision, and the reliability and validity are confirmed. Results show that the organizational entrepreneurship id a type of organizational behavior.

Organizational behavior is a function of the constituent and structural components. The constituent and structural components must be managed for the organizational behavior to be entrepreneurial and organization achieves its development goals by an entrepreneurial approach. In other words, a tool is needed to achieve entrepreneurship and its development in the organization that is one of the most important adapted organizational structure with the entrepreneurship concepts. Many researchers concluded that an inflexible structure and entrepreneurship in an organization (which are condensed sophistication, organizational hierarchy, formality, and centralized structure) are opposite of each other and cannot live beside each other. An organization with the intention of being an entrepreneur must have down to up structural, transparent organizational communications

based on team and flexible activities. Moreover, organizational culture is an infrastructural factor and even the basic factor and basis of the other essential conditions for entrepreneurship development which can improve abilities of members, make trust, and facilitate individual and organizational communication, and more consistency among members because of mediating role and involving all the members in the organizational decision making. Therefore, it can have a significant role in inducing and reinforcing the innovative, creative, and risk-taking spirit among members and make entrepreneurial behaviors in members. Furthermore, the entrepreneurial activities of the organization members must be improved to have the dynamic organization that the role of the organization managers in growing the entrepreneurship is so vital. Actually, providing the organizational entrepreneurship needs management commitment with the characteristics of good leadership particularly in the senior management level. They must provide the condition of innovation and entrepreneurship arrival by entrepreneurs, prepare the instruction of the entrepreneurial activities, and plot the entrepreneurship process expectation before starting the organizational entrepreneurship. In this condition, organizations will be able to achieve their pre-determined ideas and dreams. Based on what has been mentioned, cultural heritage, handcrafts, and tourism organization is not an entrepreneur organization in this research, and it is needed in the organization planning to intend to the organizational entrepreneurial component or culture. It is essential in the cultural heritage, handcrafts, and tourism organization to focus on innovation as the proper method to solve the problems.

Opportunities must be followed seriously. People are appraised to be creative. Different views of the creative and talented employees are accepted in the organization and they are permitted to suggest and change the laws. Managers rely on their employees' judgment in their activities and success is possible by team-work. Individuals participate in their relevant decisions. Employees are appraised to take the risk in all organizational levels and risk-taking is a proper point for individuals who try and fail and are not punished. Organizational managers accept the rational risks in various levels to detect the opportunity. The new ideas are received from all the organizational units and people can access the information freely. Managers act in the organization like a team. New services grow permanently in the organization. The organization expects the employees to be eager of improving the organization performance permanently by new ideas and try to keep the talented people at any rate. In addition, the unsatisfied employees must be able to state their ideas easily and try to improve conditions to smooth toward the entrepreneurial development in the cultural heritage, handicrafts, and tourism organization.

REFERENCES

- AKTAN, B., & BULUT, C. 2008. **Financial performance impacts of corporate entrepreneurship in emerging markets: A case of Turkey**. European Journal of Economics, Finance and Administrative Sciences. Vol. 12, N^o 8: 69-79. UK.
- BELOUSOVA, O., GAILLY, B., & BASSO, O. 2010. **A conceptual model of corporate entrepreneurial behavior (Interactive paper)**. Journal of Frontiers of Entrepreneurship Research. Vol. 30, N^o 17: 1- 14. USA.

- CHEN, J., ZHU, Z., & ANQUAN, W. 2005. **A system model for corporate entrepreneurship.** International Journal of Manpower. Vol. 26, N° 6: 529- 543. UK.
- DIEKE, P. 2003. **Tourism in Africa's economic development: policy implications.** Management decision. Vol. 41, p. 287. UK.
- HASHEMI, J., & SALARZEHI, H. 2007. **The effective environmental factors on the entrepreneurship and providing a model for it, the first national conference of entrepreneurship, creativity, and future organizations.** Andishehgaran science and technology of Iranian entrepreneurship co. pp: 38-57. Iran.
- KHANIFER, H., & VAKILI, F. 2008. **The relationship between organizational structure, organizational entrepreneurship and economics in small and medium-sized business companies.** Journal of entrepreneurship development. First edition. N° 2, pp. 35-55. Iran.
- MACCALLUM, R., WIDAMAN, K., PREACHER, K., HONG, S. 2001. **Sample Size in Factor Analysis The role of model error.** Multivariate Behavioral Research. Vol. 36, N° 4: 611-637. UK.
- MAHMUDIAN, F., & FEKRI, R. 2013. **Providing a model to evaluate the organizational entrepreneurship performance using the balanced scored card, case study: small and medium sized companies of tile in Iran.** The tenth international meeting on industrial engineering. pp: 105-125. UK.
- NAGHDI, E., BABAEISOYAKALTUDI, S., ALIPOUR, V., MOTALLAEI, F. 2017. **Studying and determining the relationship between the organizational cultures based on Hofstede model and organizational entrepreneurship aspects.** Journal of business management. Edition 9. N° 2, pp: 395-414. Canada.
- OH, C. 2005. **The Contribution of Tourism Development to Economic Growth in the Korean Economy.** Tourism Management. Vol. 26, N° 1: 39-44. Netherlands.

- PARKER, S. 2009. **Entrepreneurship or entrepreneurship**. Journal of Business Venturing. Pp. 191- 209. Netherlands.
- PRASNOWO, M., & HIDAYAT, K. 2019. **Product development seasoning of madura satay**. Humanities & Social Sciences Reviews. Vol. 7, N^o 3: 130-137. India.
- REZAEI, R., GHOLIFAR, E., SAFA, L., KAZEMI, M. 2011. **Identifying the dilemmas of corporative entrepreneurship development in agricultural consulting services, technical, and engineering companies of, Zanjan Province**. Journal of entrepreneurial development. N^o 13, pp. 27-46. USA.
- RUSSELL, R., & FAULKNER, B. 2004. **Entrepreneurship, Chaos and the Tourism Area Lifecycle**. Annals of Tourism. Vol. 31, N^o 3: 556-579. Netherlands.
- TAERI, A., SHAYANJAHROMI, S., & TORABI, S. 2013. **Studying the relationship between entrepreneurship and creativity in Gachsaran vocational and technical organizations**. Journal of modern educational management approaches. N^o 4, Pp. 45-61. Hungary.
- YADOLLAHIFARSI, J., JANNESARI, S., ZAMANI, M. 2008. **Examining the intra-organizational entrepreneurship in the governmental organizations**. Case study: Khuzestan province. Journal of entrepreneurship development. Edition 1. N^o 1, pp: 171-206. Iran.
- ZAHRA, A. 1999. **Environment, corporate entrepreneurship and financial performance: a taxonomic approach**. Journal of Business Venturing. Vol. 8, N^o 4: 319-240. Netherlands.



**UNIVERSIDAD
DEL ZULIA**

opción

Revista de Ciencias Humanas y Sociales

Año 35, Especial N° 19, 2019

Esta revista fue editada en formato digital por el personal de la Oficina de Publicaciones Científicas de la Facultad Experimental de Ciencias, Universidad del Zulia.
Maracaibo - Venezuela

www.luz.edu.ve

www.serbi.luz.edu.ve

produccioncientifica.luz.edu.ve