Investigating the Effect of Communication Apprehension on Entrepreneurship

Investigación del efecto de la comprensión de la comunicación en el espíritu empresarial
Investigando o efeito da apreensão de comunicação no empreendedorismo

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Abstract

He education of the qualified human and the specialist that society needs is the responsibility of the educational system. While all of the world's educational systems try to gain a competitive advantage, regardless of what progress, there are some new problems that need to be addressed. Nowadays, the explosion of space and virtual networks and human intelligence systems have become even more inseparable, and if society wants to repair and improve the business of the company, it needs to educate entrepreneurs. Therefore, an investigation aimed at investigating the effect of esoteric links in the organizational entrepreneurial spirit from the point of view of the educational administrators of secondary schools in Ardebil. The statistical method of the research was that all principals of schools in the city of Ardebil Bay worked in 2015-2016. A sample of 120 people was selected by sampling by conglomerates. The research tools included the organizational questionnaire for parents. For data analysis, Pearson's correlation and regression analyzes were used. Based on the findings, it can be said that the variables of esoteric communication in the organizational entrepreneurial spirit are affected by the point of view of educational administrators.

Keywords: disclosure, entrepreneur, organizational, entrepreneurship.

Resumen

La educación del humano calificado y el especialista que necesita la sociedad es responsabilidad del sistema educativo. Si bien todos los sistemas educativos del mundo intentan obtener una ventaja competitiva, independientemente de lo que avance, hay algunos problemas nuevos que deben abordarse. Hoy en día, la explosión del espacio y las redes virtuales y los sistemas de inteligencia humana se han vuelto aún más inseparables, y si la sociedad quiere reparar y mejorar el negocio de la empresa, necesita educar a los empresarios. Por lo tanto, una investigación dirigida a investigar el efecto de los enlaces esotéricos en el espíritu empresarial organizativo desde el punto de vista de los administradores educativos de las escuelas secundarias en Ardebil. El método estadístico de la investigación fue que todos los directores de escuelas de la ciudad de Ardebil Bay trabajaron en 2015-2016. Se seleccionó una muestra de 120 personas mediante muestreo por conglomerados. Las herramientas de investigación incluyeron el cuestionario organizacional para padres. Para el análisis de datos, se utilizaron análisis de correlación y regresión de Pearson. Sobre la base de los hallazgos, se puede decir que las variables de la comunicación esotérica en el espíritu empresarial organizacional se ven afectadas por el punto de vista de los administradores educativos.

Palabras claves: divulgación, emprendedor, organizacional, emprendimiento.

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Resumo

A educação do humano qualificado e do especialista que a sociedade precisa é da responsabilidade do sistema educacional. Embora todos os sistemas educacionais do mundo tentem obter uma vantagem competitiva, independentemente do progresso, há alguns novos problemas que precisam ser resolvidos. Hoje em dia, a explosão de redes espaciais e virtuais e sistemas de inteligência humana tornaram-se ainda mais inseparáveis, e se a sociedade quer reparar e melhorar os negócios da empresa, precisa educar os empreendedores. Portanto, uma investigação objetivou investigar o efeito de vínculos esotéricos no espírito empreendedor organizacional do ponto de vista dos gestores educacionais de escolas de ensino médio de Ardebil. O método estatístico da pesquisa foi que todos os diretores das escolas da cidade de Ardebil Bay trabalharam em 2015-2016. Uma amostra de 120 pessoas foi selecionada por amostragem por conglomerados. As ferramentas de pesquisa incluíram o questionário organizacional para os pais. Para análise dos dados, foram utilizadas as análises de correlação e regressão de Pearson. Com base nos achados, pode-se afirmar que as variáveis de comunicação esotérica no espírito empreendedor organizacional são afetadas do ponto de vista dos gestores educacionais.

Palavras-chave: divulgação, empreendedor, organizacional, empreendedorismo.

Introduction

One of the factors that can today change the economic, social and industrial face of a country is entrepreneurship and entrepreneurial activities, having an entrepreneurial spirit and, ultimately, an entrepreneurial person. The great German sociologist Max Weber considers the entrepreneurial spirit to be an important factor in explaining how the emergence of modern industrial and capitalist civilization in the West is shaping. It must be admitted that the era of state domination in human societies is declining. Now is the era of domination of entrepreneurial spirit. In the highly competitive world markets, classical capitalism loses its power. Only those who have an entrepreneurial spirit are capable of continuing the socioeconomic life in international arenas. Miller believed that if an organization constantly presents innovations in its products, it is risk averse and also has an active behavior; it has an entrepreneurial orientation. Entrepreneurial orientation is also considered as an important organizational process that leads to the survival and improvement of the performance of organizations. In this research, we try to explain the concept and definition of communication apprehension, its various levels, its types, roots, reasons, entrepreneurship, organizational entrepreneurship, and to state whether the escape relationship with its different levels has an effect on organizational entrepreneurship.

1. Communication Apprehension

1.1

Communication Apprehension is a complex and highly specialized concept that can be considered in the field of human communication that was introduced by James McCracus in the 1970s, which represents the state of anxiety and anxiety that an individual experience while communicating with others (McCracusky, 1975).

1.2 definition of Communication Apprehension

The most comprehensive and well-defined definition belongs to "Jeremy Crockley", which is "anxiety caused by the actual or expected relationship with the individual or others." Although there have been many indications on the issue of escape, some of which are more logical and general. The esoteric association in the last two decades has attracted widespread interest among social scientists and psychologists. (Pearson, Nilsson, Titsworth, & Hart, 2005).

2. Level of Communication Apprehension

2.1 High Communication Apprehension):

They experience high levels of anxiety when communicating .these people are more comfortable in isolation and loneliness, and the level of self-esteem in these people is low.

2.2 Low Communication Apprehension:

Although they have difficulty communicating with others, they are able to control their anxiety and, after controlling their anxiety, are well versed in oral presentation. (Pearson, Nelson, et al., 2006).

3. Type of communication apprehension

In 1986, McCracushi, Richmond, and Davis introduced four types of evolutionary relationships that we describe and define (McCracushi, Richmond, Woody, 1986).

3-1   Personality   Communication Apprehension:

The personality apprehension relation is "a relatively stable orientation in personality towards a particular type of communication in a variety of contexts (McCracushi, Richmond, & Vediys, 1986).

One of the most important forms of communication apprehension relationship is the relationship between communication apprehension in oral and written communication. Given that this type of communication apprehension is related to the personality, its size results for each of them will be somewhat constant over time. This type of escape relationship changes when threatened, but against resistance change.

3.2   Situational   Communication Apprehension

In terms of McCrackey, the apprehension relation is "a relatively stable orientation in the personality of a person relative to a particular condition and position", which is in four forms.

3-2-1 Communication Apprehension in General Presentations

3-2-2 Communication Apprehension in some two-position situations

3-2-3 Communication Apprehension connection in group discussions

3-2-4 Meetings or classrooms

3-3   Contact-related   Communication Apprehension

This type of communication apprehension relates to the circumstances in which a person is located and the type of relationship he or she relates to the person or other persons .Such as the head of the department and the staff, is "a relatively stable orientation towards communication with a certain person or group of individuals."(McCracushi, Richmond, & Wiedwiss, 1986).

3-4   Relation   of   Communication Apprehension

This type at the other end of the spectrum is related to personality communication and is "a transitory and short-term orientation towards communication with an individual or a group of people," such as calling a guardian into his room. In a study by Richmond and McCracus, 70% of the research samples are subject to anxiety (Richmond & Kraski, 1992).

The familiarity of teachers with regard to the avoidance of communication and its types allows the student to establish an esoteric connection to the socialization and quality of the education process and to establish a more effective behavior with them. Avoid assigning assignments and tasks that make them more distressed and anxious and tense.

4- Origins and causes of Communication Apprehension

1-4. Individual factors

The level of socialization, motivation, interest, people's desire and the atmosphere of the family, family type of people, defect and many other individual factors. The development of relational communication is very effective, which requires a separate paper to address them.

4-2 Development of information systems and virtual networks

The rapid and eminent growth of technology and information technology in the transcendental era, such as e-mail, e-commerce, the formation of global working group's on-line, global markets, the establishment of a value network, the emergence of a supply chain network and virtual networks. The various social and cultural spheres and, consequently, the dismantling of the boundaries of geography and the increasing tendency to its activities and threats to businesses, traditional social behaviors and norms, and the expansion of the international community's global attitude towards the diminution of family and social relationships and the formation of new jobs and the recurrence of traditional businesses

4-3 Disabilities

Although disabilities are also discussed in individual factors, they are considered to be sensitive to the issue and its role in esoteric communication, which includes mental and physical disabilities, and preventing healthy communication and leading to escape relationships.

4-4 Environmental factors

5-4-1 Family

After inheritance and epigenetics of the family and in fact parents are the biggest factor of escape due to lack of proper understanding of the characteristics of growth. Families that play a decisive role in the escape of their children have little awareness of the connection and are not sensitive to it, and there is a need for training sessions and a broader justification for the importance of the subject.

5-4-2- School

A. The school environment, and in particular all the human and inhuman factors affecting the classroom education and atmosphere, should be an intimate and facilitating way for the students to recognize each other and strengthen the intimate relationship between them.

B. To the extent that the training may be done in the form of teamwork.

C. Teachers are familiar with the avoidance of communication, and to reduce them with the participation of students in practical teaching, and have the freedom to speak and believe and not be punished for speaking in the classroom.

5-4-3- Society

Adapted to the norms of the society and based on the dominant social philosophy. And avoid abnormalities in order to establish communication apprehension

6- Other factors

6-1 Amplifiers (developers)

Any behavior that occurs with the child, especially in the presence of the community, must be representative and logically behaved in their own right and behave reasonably. And avoid emotional reactions that lead to negative expectations. Kids who receive rewards for communicating and are supportive of some form of behavior reinforce their behavior. And they have a low esoteric relationship. Conversely, children who do not receive rewards for communicating and are not supported by some kind of behavior are causing a higher escape relation and prefer to communicate with the good.

6-2 Inadequate Skills Development

One of the tasks that parents need to consider in their children's education is the skill of learning, although the root of divorce and the increasing spread of it among young girls has created an additional concern, it has caused us to more than once. In this regard, parents' lack of familiarity with the community's day-to-day skills causes problems that require research work, but in cases where parents rarely talk to the child and allow the opportunity to contact and communicate with their peers. He has not developed effective communication skills and has various shapes and levels of shyness and harmony. Awareness will be formed in him.

Table 1: Family Relation Components

Number	Factors
1	individual
2	Development of Information Systems and Networks
3	schools (training)
4	cultural
5	emotional intelligence

7- Entrepreneurial Concepts and Entrepreneurship

7-1 Entrepreneurial definition

Since entrepreneurship is considered as a managerial concept, it does not have a definite definition, and a thorough understanding of it requires an interdisciplinary perspective. Some definitions of entrepreneurship include:
Applying concepts and techniques of management, designing tools and processes, product standardization, and building work based on training and then analysis; The process of hunting opportunities by individuals, individually or in organizations, regardless of the resources available to them (Feizi, Kamran, Moghadasi, Ali Reza, 2003).

7-2 Definition of Entrepreneur

From the beginning of the entrepreneurial word scheme in scientific circles, different definitions of it have been proposed based on different perspectives, most notably:
An entrepreneur is an individual who primarily creates a business for profit and growth, whose main characteristics are innovation and strategic management; An individual entrepreneur has a new and new idea and idea that introduces to his community through the process of establishing and creating a business and accepting the risk, product or service (Fayzi, Kamran, Moghadasi, Ali Reza, 2003).

7- 3 Comprehensive definition of entrepreneurship

An entrepreneur refers to a person who has a new idea and idea of creating a business with financial risk and honor to establish a business and provide his product and service to the market. In this definition, there are three basic points:

The entrepreneur must be modernist and have a good creative power and has a new idea and idea Entrepreneur has taken the business process with financial and honest credit; The result of an entrepreneur's job must be presented to the market (Ahmadpour, 2003).

8- Enterprise Entrepreneurship

Organizational Entrepreneurship is a process in which the organization recognizes the growth and development opportunities and creates new values for its customers by innovating and reallocating resources (Jadallahi Farsi, Jahangir, 2005).

8-1

Introductory Framework for Entrepreneurship Features (individual, cultural, organizational) Entrepreneurship (different dimensions) Intermediate communication (intermediary); Includes: creativity, diversification, competition, entrepreneurial endeavor and;... Economic Growth (Saeedi, Parviz, 2009)

8-2 - Enterprise Entrepreneurial Features

Organic organizational structure;
Sensible venture;
Aggressive strategy;
Investing in research development;
The beliefs of managers and employees in shared vision and goals;
Performance measurement in comparison with the perspective or organizational aspect;
Performance appraisal based on human resource decision making;
Variability and high adaptability;
Major competencies in human resources;
Vision based leadership;
Intimacy with customers;
Emphasis on the values of the organization;
Organizational Culture Supporting Learning, Innovation and Change (Yadollahi Farsi, Jahangir, 13844).

9- Indicators of entrepreneurship

Entrepreneurship capability can be defined by the following indicators:

9-1 Initiative: An entrepreneur will take the initiative in providing all economic resources to deliver a product or service in the hope of a profitable business.

9-2 Decision-making power: Entrepreneurship adopts decisions on the basic policies for work, which are determined by this work flow.

9-3 Creativity: An entrepreneur is an individual who tries to produce new products.

4 Riskiness: The entrepreneur endangers his accuracy, diligence and credibility and invests funds in a risky business, in this work, the uncertainty and the risk of failures in the eyes

eating why entrepreneurs tend to learn risk management themselves and see a failure as a learning experience, not as a tragic individual.

9-5 engaging in the ongoing process of innovation, adaptation and learning: Entrepreneurs are the innovators who create new templates and develop new methods.

9-6 Limited to existing resources: Entrepreneurs do not allow limited resources to block them from seeking their targets, but they are more likely to do things with fewer opportunities and limited resources of limited resources.

9-7 Leadership Ability: Entrepreneurs are also effective leaders. And unlike some individuals who identify entrepreneurs as independent individuals who prefer to work only in India, they are influential people who can direct their colleagues (Said Beer, Inspiration, 1384).

10- Research method

The present research is fundamental in descriptive and correlational research. In this research, we try to judge the variable of organizational entrepreneurship from the predictive variables.

Society, sample and sampling method Includes all secondary school principals in the second quarter of the city. Sample size According to Klein (2011), 120 training managers were calculated. Sampling method is cluster sampling. The number of managers divided into separate clusters according to their gender and state and nonprofit, and among them a number of samples were selected and questionnaires were given to them.

Research tools

Researcher made questionnaire. Researcher-made questionnaire has been used to study and evaluate the impact of the apprehension community on organizational entrepreneurship .The method of scoring is based on Likert scale. This method has been used by respondents to answer questions in varying degrees .In this questionnaire, we have used the following options: very high, high, moderate, low, and very low in order to be aware of the impact of people's outreach on organizational entrepreneurship. The reliability of the questionnaires was calculated using Cronbach's alpha coefficient and SPSS software was used to calculate it. After doing the calculations, the alpha coefficient of the escape correlation questionnaire was 0.85. The obtained coefficients are relatively good coefficients and indicate the reliability of the above questionnaire for application and evaluation of variables.

Organizational Entrepreneurship Researcher Questionnaire has 40 questions that are provided to explain the connection of communicational apprehension. After calculations, the alpha coefficient of the questionnaire was 0.81. The coefficients obtained were relatively good coefficients. In the statistics section, multivariate regression was used based on the research hypotheses. It should be noted that the data were analyzed using SPSS software.

11- Findings

The descriptive summary of the collected data (standard deviation) is presented in Table 1. To test the hypothesis, multivariate regression analysis was used and its results are presented in Table 2.

Table 2. Study of the statistical indices of the subjects in the research variable

variable	number	average	Standard deviation
People communication apprehension	120	17.60	1.47
Enterprise Entrepreneurship	12	25.79	2.19

Table 3: Enterprise Entrepreneurship Forecast Examination through Extramural Relationship Components

	prediction	R2	R	F	Beta	T	Sig
Enterprise Entrepreneurship	individual	0.63	0.74	108.542	0.43	10.53	0.001
	Development of Information Systems and Networks				0.26	5.60	0.001
	schools (training)				0.49	12.10	0.001
	cultural				0.38	9.32	0.001
	Emotional intelligence				0.35	8.50	0.001

To test the hypothesis, multiple regression analysis was used. According to Table 2, the Factor Relation (F = 108.542) at the level of 0.001 significantly predict organizational entrepreneurial variables. The multiple correlation between variables is about 0.74%, which indicates that about 0.63% of organizational entrepreneurship variable can be explained through the components of escape. Table 2 shows the coefficient of determination of variables. These results indicate that the predictive power of the espionage components of individuals has been high and have been able to predict the variable of enterprise entrepreneurship.

12- Result and conclusión

The present research is a prediction of organizational entrepreneurship based on the components of people's outreach. The results of this study showed that the components of entrepreneurship orientation are predicted. Individuals with low level of extramarital affiliation are more entrepreneurial in comparison with those with high esteem, and have a strong interest in organizational entrepreneurship, and since the Internet and its services, the emergence of widespread virtual networks in various areas in the not-so-distant future, will lead to more entrepreneurship tendency to lead to many social interactions and ... under the influence of cyberspace And new global jobs based on the Internet, stir up the human-life equations and shape a new social system based on global patterns. Therefore, in this valley, each person with a lower escape ratio

will have the greatest chance and ability to entrepreneurship.

Research constraints

Since sampling of this research has been done among the managers of secondary school secondary school in Ardebil, it is obvious that any decision should be considered in the context of the same society and the possibility of generalization to other social classes (environment, parents of students, unit teachers educational and etc. The tool is a questionnaire and a self-assessment index, it may include all methods for self-reporting, including social utility.

Research suggestions

In order to examine other aspects, it is suggested that other tests and evaluation methods be used. On the other hand, it is suggested that future researches should compare each of the components of the questionnaires on the basis of demographic indicators, and such research should be carried out among other people for the generalizability of its results, and the components of espionage are specifically addressed to determine which of the components of escape communication has a double impact on other components in enterprise entrepreneurship.

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