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Surveying on relationship between cognitive factors & entrepreneurial decision among physical-education students in Islamic Azad Universities in four zones of country

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Abstract

Background: Surveying on relationship between cognitive factors & entrepreneurial decision among physical-education students in Islamic Azad Universities in four zones of country

Materials and Methods: Three kinds of thought patterns are recognized as: arrangement of sources, attending and abilities in entrepreneurial aspects by experts' literature & conversations. Each of these patterns caused to increasing the understanding, optimum & skills in entrepreneurial decisions. For measuring the level of thought patterns of development is used "Scenario approach- thought pattern", in addition, by surveying on decision such as business decisions which considered as an approach that completed gradually. This study is done among master degree physical-education students in Islamic Azad Universities of four zones of country. The volume of sampling specified 201 persons. The collecting data of questionnaires showed that the durability is 0.78 by using Coronbach's alpha. For analyzing deductive data are used deductive test such as correlation coefficient, the method analyzing & regression analyzing in meaningful level ($P \leq 0.05$)

Results: Surveying the data showed that there is positive relationship between thought patterns & successful entrepreneurial decisions. In other words, can be said that entrepreneurs have specific mental structures & processes that caused to decide & think about entrepreneurial subjects differently than other people.

Conclusion: Applying IT Using the Internet, Usage instruction components in the organization individuals' creativity or innovation become more and more, the staff cooperates in organization objectives and staff motivation for implementing activities would increase.

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Introduction

Job is considered as essential activities for spending individual & social life & insisting on that every person must work with any situation. Iran Labor Market is faced two aspects: youth & increasing the education, so they must be related to the labor market of country by entrepreneurship & also must used creative people for dynamic economic & prosperity of national economy. These days, economic development is based on: creativity, innovation & knowledge. All people believed that entrepreneurship is the engine & movement of economic development in developed & developing countries (Ahmad Pour Dariyani, 2009).

Sport is developed & changed in our country & this mobility can be made proper situation for entrepreneurial activities beside the sport. Creating entrepreneurship has most of shares in jobs in recent years. Supporting programs are created by entrepreneurs in some of industrial development countries (Kia, 2006). This subject caused to make twice the recognition & understandings of entrepreneurial processes (Cobert, 2006).

In reality, developing “entrepreneurial cognition” is replying to the disability of last views, this view surveyed on cognitive factors & studied on relationship between them & entrepreneurial processes (Michel & Busintz, 2006). In other hands, cognitive factors included thought patterns & in some of Persian texts considered it as “version” which is considered as important cognitive characteristics that will be developed by experience & interaction in long-time. Thought patterns are facilitator & as internal mental activities & include applied & tacit knowledge which is developed & placed very well in mind & have some characteristics: first, it related to the one phenomenon, situation, significant or aspects of specific work (entrepreneurship). Second, tacit knowledge determined that what kind of activities must be done orderly in the right situation & position until obtained the goal, because of two characteristics are called thought patterns (version) as practice-based knowledge structure or mental maps.

People in different situation (entrepreneurs) in entrepreneurial situation used thought patterns which are useful for that situation, for recognizing the situation & pattern because of decision, but their function are same. They change this information as code & then use them in proper situation, so, guiding the individual behaviors & decisions. In at all, the researches are shown that knowledge are organized as package or pieces in mind, this organization has hierarchical scheme.

The entrepreneurial factors are thought patterns which people use them for judging, deciding about

entrepreneurial subject, recognition & evaluation the opportunity, business & development in business. These cognitive characteristics are organized as optimizing the effective of individual entrepreneurs in entrepreneurial subjects.

In other words, entrepreneurial knowledge studied on that how the entrepreneurs use thought models (such as thought patterns facilitator or innovative methods of deciding) until recognizing the relations between information & then ordering them as helping him/her in recognizing & innovating the new products, methods & then completing the essential resources for developing the business.

Entrepreneurship

Entrepreneurship is considered as doing activities for creating & using new economical opportunities for obtaining benefits (money), (Ahmad Pour Dariyani, 2009). It is a kind of process in which the entrepreneur creates business by new idea, creative mental, recognizing the new opportunities & completing the resources (Tomas, 2012).

The thought patterns of resources regulation

Entrepreneurial resources concluded: having relationship, communication, financial & non-financial assets for creating a new business. The thought pattern of resource regulation is a mental map or tacit knowledge that individual can used them. The thought patterns include: three dimensions: 1- Idea (resource) protection. 2- Having a venture network. 3- Having access to general business resource. (Michel, Basintz, 2002).

Resource protection dimension

It means, having essential thought characteristics & abilities for using the specific orders as contracts, paying specific salary & advantage, hiding the resources, creating loyalty, copy writing, the franchise agreements, isolated arrangements & financial & non-financial (resource) protection that avoiding the imitation & coping (Michel, Basintez, 2002).

A venture network dimension

It is, having thought characteristics for communication & using basic social contacts- such as familiar with customers or access to the influential people that these communication need to create successful business.

Access to general business resources dimension

This dimension means as having personal finance, human, physical, technical or other assets resources framing new business.

Thought patterns tend dimension

Tending to the hazardous entrepreneurship means tending & commitment the new entrepreneur & accepting the idea for starting new & hazardous business. The thought patterns tend are thought models or mental maps that they make the tending foundation or thought commitment.

Thought patterns tend included three kinds of dimension: 1- Opportunity seeking. 2- Commitment tolerance. 3- Venture opportunity business. (Michel & Basintz, 2002).

Opportunity seeking dimension

It pointed out to the; favorite, orientation, movement to seeking new positions & chances & then testing new & un-known phenomenon (Michel & Basintz, 2002).

Commitment tolerance

It includes, individual tend & commitment to spending money & resources in right opportunity or subject, really it means undertaking risks & responsible in making new business (Michel & Basintz, 2002).

Venture opportunity business dimension

It is related to doing works & in reality, it is mental characteristic, by which the person believed that missing the opportunity is worse than trying or failing.

Patterns of intellectual ability

The ability of hazardous entrepreneurship includes; thought models or mental maps that are about essential capacities, skills norms, knowledge & tends to doing hazardous entrepreneurship. This pattern includes three kinds of commitments: 1- entrepreneurial diagnostics. 2- Knowledge situation. 3- Proper ability- opportunity. (Michel & Basintz, 2002)

Entrepreneurial diagnostics dimension

It is considered as the evaluated ability of environmental conditions & business potential, in other words, it is considered as understanding or

evaluation the factors or movement paths for making business (Michel & Basintz, 2002).

Knowledge situation dimension

It is included the using ability learning about experiences (such as, different hazardous business) & using it in the specific situation (Michel & Basintz, 2002).

The ability- opportunity dimension

It is related to the ability of value to new customers & business, by creating new completion to others, resources & products, in fact, it means an ability of thought pattern in which entrepreneur could recognize the capacities that caused to creating new competitive benefits of new business (Michel & Basintz, 2002).

Materials and Methods

Noticed to the subject & goal of research, this research is surveyed on cognitive factors affected on master degree physical-education students' entrepreneurial decisions in four zones of country. The goal this research is applied, the method of research is descriptive & the collection the data is surveyed. The social population was all of the physical-education master degree students of Azad universities in four zones of country, that they are 487 why they are included entrepreneur & non-entrepreneurs so used random sample, it is considered 487 persons in 210 persons sample volume based on Morgan's table.

The questionnaire that used in this research is made by researcher that the durability of it, is considered 0.78, for measuring the validity of it, is used content & facial validity, for this is surveyed on basic of research, the method of meaning & measuring the variables & questions of questionnaire by expert & investors entrepreneur & it takes four meetings & is reviewed the measurements, in addition, based on descriptive method, collecting data just be done by questionnaires (about questionnaire or not complete) 210 cases were acceptable & they are collected field method. For surveying the natural distribution of data is used Smirnov's test in deductive level & for surveying variables is used Pearson's correlation coefficient, regression coefficient & logistic regression in meaningful level ($P \leq 0.05$) & for analyzing data is used SPSS 18 software.

Results and Discussions

Table .1 the descriptive results of questionnaire’s components of entrepreneurial thought patterns & entrepreneurial decision questionnaire

Components	Mean	Variance	Standard Deviation	Average	Minimum	Maximum
Thought patterns of resource regulation-resource protection	4.25	0.46	0.68	4	3	6
Thought patterns of resource regulation-a venture social capital/ resource	2.89	0.71	0.85	3	2	4
Thought patterns of resource regulation-general business resource	3.06	0.61	0.78	3	2	4
Thought patterns of resource regulation-opportunity seeking	3.70	0.29	0.54	4	2	4
Thought patterns of resource regulation-commitment tolerance	3.06	0.63	0.79	3	2	4
Thought patterns of resource regulation-venture opportunity resource	5.18	0.67	0.82	5	3	6
Thought patterns of resource regulation-diagnostic business potential	4.40	0.57	0.75	5	3	6
Thought patterns of resource regulation-knowledge situation	4.32	0.97	0.98	4	3	6
Thought patterns of resource regulation-entrepreneurial decision	16.74	4.53	2.12	17	11	20

Table (1) showed that the mean of thought pattern ability-coordination of opportunity are the highest & a venture resource is the lowest components & the

results of variance showed that the highest score & frequency in knowledge situation & the lowest frequency are for opportunity seeking.

Table 2. Variable in regression equation

	B	S.E	Wald	df	Sig	Exp(B)
Resource regulation (a)step1	0.451	0.165	7.450	1	0.006	1.570
Ability	0.19	0.0095	3.762	1	0.52	1.210
Tendency	9.55	0.207	7.104	1	0.08	1.736
Constant	-6.903	1.577	19.158	1	0.00	0.001

Table (2) showed the entered variables in regression model & the results of Wald test. Noticed to the Wald statistic & sig that showed the relationship between the thought pattern variables of resource regulation & tendency with entrepreneurial decisions, in the 0.5 errors & the relationship between thought pattern ability & entrepreneurial decision in the 0.10 error, also, the positive correlation of variables showed that there is positive relationship

between thought pattern of resource regulation, tendency, ability & entrepreneurial decision.

Table (3) showed K of two models of perspective variable (thought patterns) effects on criterion variable (business decision) or not. Noticed to that K in two models in the first step is 31.9, sig is about 0 (lower than 0.5), so the perspective variable effects on criterion variable & the processing of model will be proper.

	Chi-square	df	Sig
First Step Block Model	31.895	3	0.000
	31.895	3	0.000
	31.895	3	0.000

The first hypothesis of research: there is relationship between students' entrepreneurial decision & thought patterns of resource regulation development resource (resource protection, social capital/resource, personal & situational resource).

Table 4 shows the relationship between students' entrepreneurial decision & development dimension of thought patterns of resource protection, social capital/resource & personal & situational resource)

Table 4. The results of Pearson correlation coefficient

Resource	Frequency	R	Determination coefficient	Level meaning
Students' entrepreneurial decision & thought pattern of resource regulation-resource protection	84	0.30	0.09	0.006
Students' entrepreneurial decision & thought pattern of resource regulation-social capital/resource	84	0.31	0.10	0.004
Students' entrepreneurial decision & thought pattern of resource regulation-general business resource	84	0.23	0.05	0.03

So, the results showed that there is positive & meaningful correlation ($P \leq 0.5$ level) between Students' entrepreneurial decision & source protection, social capital/resource, personal &

situational resource components. In the other words, if there is entrepreneurial decision among students, the development dimension of thought patterns resource regulation will be increased.

Table 5. The results of regression coefficient in perspective entrepreneurial decision based on thought patterns development resources

resource	Standard Deviation	regression	t-value	Determination Coefficient	Meaningful level
Thought pattern resource regulation-resource protection	0.22	0.29	1.71	0.13	0.05
Thought pattern resource regulation-social capital/resource	0.33	0.16	1.03	0.04	0.30
Thought pattern resource regulation- general resource	0.33	0.10	0.65	0.04	0.02

The table (5) showed that students' entrepreneurial decision effects on thought patterns resource regulation, resource protection components & if there is resource protection in thought pattern resource regulation, the students' entrepreneurial decision will be developed. So, for creating the regression equation must use thought pattern regulation resource-protection resource with students' entrepreneurial decision. The determination

coefficient showed that the thought pattern regulation resource effects about 0.13 on entrepreneurial decision among students while social resource & general business resource can't effect on entrepreneurial decision among students.

The second hypothesis: there is relationship between students' entrepreneurial decision & thought pattern tends development (opportunity seeking, commitment tolerance, venture opportunity business).

Table (6) the results of Pearson's correlation coefficient, relationship between students' entrepreneurial decision & thought patterns tend development dimension

Resource	Frequency	R	Determination Coefficient	Meaningful Level
Students' entrepreneurial decision & thought patterns tend- opportunity seeking	84	0.43	0.18	0.001
Students' entrepreneurial decision & thought patterns tend- commitment tolerance	84	0.51	0.26	0.001
Students' entrepreneurial decision & thought patterns tend- venture opportunity business	84	0.41	0.18	0.001

Observed “r” showed that there is positive & meaningful coefficient between students’ entrepreneurial decision & opportunity seeking, commitment tolerance & venture opportunity

business, in other words, if there is entrepreneurial decision among students, the thought patterns development will be increased by it.

Table 7. The regression coefficient of perspective entrepreneurial decision based on thought patterns tend development dimension.

Resource	Standard Error	Regression coefficient	t-value	Determination coefficient	Meaningful Level
Thought patterns tend-opportunity seeking	0.27	0.24	2.56	0.39	0.01
Thought patterns tend-commitment tolerance	0.24	0.33	3.42	0.39	0.001
Thought patterns tend-commitment tolerance	0.18	0.26	2.85	0.39	0.006

Based on findings, if there were students’ entrepreneurial decision effects on opportunity seeking, commitment tolerance & venture opportunity business & also can be prospected that

the students’ entrepreneurial decision will be increased by dimension & the determination coefficient showed that the effective thought patterns tend components on students’ entrepreneurial decision was 0.39.

Table 8. Pearson’s correlation coefficient about the relationship between students’ entrepreneurial decision & thought pattern ability development

Resource	Frequency	R	Determination coefficient	Meaningful Level
entrepreneurial decision & thought patterns ability-diagnostic knowledge	84	0.47	0.22	0.001
entrepreneurial decision & thought patterns ability-situational knowledge	84	0.24	0.06	0.24
entrepreneurial decision & thought patterns ability-proportional ability	84	0.28	0.08	0.28

The results & observed “r” showed that there is positive & meaningful correlation between students’ entrepreneurial decision & diagnostic knowledge,

situational knowledge & proportional ability & it is caused to be developed the thought patterns ability.

Table 9. Regression coefficient results of prospective in students’ entrepreneurial decision based on thought patterns ability development

Resource	Standard Deviation	Regression Coefficient	t-value	Determination Coefficient	Meaningful Level
Thought patterns ability- entrepreneurial potential	0.21	0.40	3.90	0.25	0.001
Thought patterns ability- situational knowledge	0.15	0.06	0.59	0.05	0.56
Thought patterns ability-proportional ability	0.15	0.27	2.27	0.25	0.04

Based on table (9) can be prospected that students’ entrepreneurial decision by recognition the entrepreneurial potential & proportional ability. So foe creating regression equation must be placed

thought patterns ability component (entrepreneurial potential & proportional ability recognition) & in addition of students’ entrepreneurial decision, the effects of them were 0.25.

Table 10. Regression coefficient results about prospecting students' entrepreneurial decision based on cognitive factors

Resource	Standard Deviation	Regression Coefficient	t-value	Determination Coefficient	Meaningful Level
Thought patterns resource regulation	0.09	0.005	0.05	0.02	0.95
Thought patterns tend	0.11	0.53	4.97	0.41	0.001
Thought patterns ability	0.07	0.20	2	0.41	0.04

Based on the table (10), the cognitive factors (thought patterns resource regulation, thought patterns tend & ability) effects on students' entrepreneurial decision will be increased.

The findings that there is positive & meaningful correlation between the students' entrepreneurial decision & components of thought patterns resource regulation as resource protection, social capital/resource & situational resource, in other words, the students decide to do entrepreneurial work when they reinforced their thought patterns in resource protection, social capital/resource & situational & personal resource. Regression equation showed that students' entrepreneurial decision just effected by resource protection (means having knowledge in how using first ingredient, technology, instance of financial resource & management in it).

So, if a person wants to establish entrepreneurial institutes (firms) must be had enough efficient knowledge about entrepreneurial course & also existence of financial resource with long correct management for establishing institutes (firms).

Forbes (1999) introduced (in decision entrepreneurial theory) that existence knowledge in entrepreneurial subject as most important factors of entrepreneurial decision (if there is financial resource for doing business, so the entrepreneur can do economic activities confidently) & also, entrepreneur said that essential knowledge along with financial resources, enforcement the motivational decision of doing business & persons do economic activities confidently more than before. If there are the proportion entrepreneurial ideas to favorites & kind of activities, supports the families & familiars for business & proportion between goals & personal skills cause to increase the students' entrepreneurial decisions because their motivations will be increased by their favorites, social supporting.

Ji Koo (2010), Neck (2009), Howard (2004), Reisi (2007), Zaree (2006), Forughi Pour (2005), Minai Pour (2004), Jahangri (2002), Khedmati Tavasol (2010) declared that, the role of resource, financial & social supporting & knowledge & ability are so effective factors in showing entrepreneurial behaviors

& decisions, their findings are same as this research's findings. So, noticed to this alignment can be resulted that for reinforcing entrepreneurial behaviors & decisions must be provided financial resources & also must enforce their knowledge & mental motivation that they can use & create entrepreneurial opportunities.

The results showed that there is positive & meaningful correlation between students' entrepreneurial decisions & opportunity seeking, commitment tolerance & venture opportunity business, in other words, the students' entrepreneurial decision will be increased by seeking components & trying to obtain opportunity & not-tired & trying to obtaining new business opportunities. As regression equation showed that all three components of thought patterns tending (opportunity seeking, commitment tolerance & venture opportunity business effect on students' entrepreneurial decisions & phenomenon, essential motivations for doing economic activities & also knowing, maybe there are risks, proportion between favorites & activity, knowledge caused to increasing the students' entrepreneurial decisions.

Personal motivations are insisted on doing economic activities in entrepreneurial personal psychology. In this theory are introduced that entrepreneur as person, has motivation that are based on his/her favorites & obtained knowledge that these results showed in recent research & also in Ji Koo (2010), Neck (2009), Howard (2004), Reisi (2007), Zaree (2006), Forughi Pour (2005), Minai Pour (2004), Jahangri (2002), Khedmati Tavasol (2010) & considered these factors as effective factors for entrepreneurial behaviors & decisions. The results of this research showed that reinforcing motivational factors caused to proper behaviors that one of them is entrepreneurial behavior in individual & also caused to do business. Power of judging in economic activities considered as most important factor for successfully in economy. Experts' information processing theory said that entrepreneur must be confident in measuring the opportunities & then obtained many successes.

Carlis & Sparito (2006), noticed to the cognitive & controlling errors in economic activities in their research & showed that persons who do mistakes in analyzing, may be failure in their business more than others.

Michel & Basintz (2006) reported that power of processing & deduction of information factor for decreasing error coefficient for increasing successfully.

Johns (2009), Ji Koo (2010), Errikson (2006), Mansri (2008), Reisi (2007), Khadmati Tavasol(2010) studied on reinforcing thought ability for increasing mental diagnostic & obtaining essential knowledge in economic activities as important factors in entrepreneurs' success, so if person obtained the ability & feeling of thought of business, he/she will increase his/her entrepreneurial activities, motivation & favorites.

The findings are about perspective of entrepreneurial decision that they showed that thought patterns analyzing & ability can be proper perspective in entrepreneurial decision, in other words, if there is thought patterns tend which caused obtaining essential potential for business & knowledge for doing economic activities based on strategies management theory, individual can do economic activity when he/she has knowledge, opportunity, motivation, supporting, ability & so they can success & their confident will increase by these essential factors.

Brigham & Coster (2006) reported that cognitive factors caused to think about different methods, decisions & also analyzing thought & measure the position, so these factors are proper prospective in diagnostic the entrepreneurial decision & creating new business. These results are same as the results of this research, so can be resulted that cognitive factors caused to increasing economic activities.

Conclusion

Thought pattern have different effects & all of them caused to increasing entrepreneurs' success in entrepreneurial decisions. Thought patterns resource regulation caused to the increasing the possibility of doing new business, without this thought patterns, there is not the ability of actual physical creation of new business & then caused to a person can find the resource easier but a person must know how collecting essential resource & how & when must protect them or use them. the thought patterns tend caused to insisting & continuing forming individuals' tends & motivations in new business & also caused to increasing the entrepreneurial decision, without this thought patterns, individual don't have tend to do anything or maybe drop it in the level. A person can complex the resource & use opportunities & then do

entrepreneurial works by this thought & finally, thought patterns ability caused to entrepreneurs can create sustainable competitive advantage, without this kind of patterns, the resource will be lost in entrepreneurial works & also caused to increasing the skills of entrepreneurial decisions.

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