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Investigating the effect of creative communication and decision making on students personality in Tehran University

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ABSTRACT

With the advent of the day-to-day advancement of knowledge and technology and the broad flow of information, our society now needs to cultivate people who can face problems and solve them with creative brain. The purpose of this study was to find ways to promote the culture of creativity and innovation among employees and managers of organizations in order to achieve organizational excellence. Decision making of entrepreneurs is mainly based on their personality traits. As a result, entrepreneurs may face challenges and problems without having a proper decision-making approach. Therefore, extensive research on decision making and its relationship with entrepreneurship has been conducted at the individual level. According to the decisive and determined correlation, it can be argued that the employees of an organization are determined to create new ideas for their decision-making. There is a positive and significant relationship between a variety of decisive, determined, risky and hard-line, and opinionated approaches with the degree of entrepreneurial characteristics.

Keywords: *Strategic decision making, Administrative Organizations, personality, employees*

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INTRODUCTION

Increasing creativity in organizations can improve the quantity and quality of services, reduce costs, prevent waste of resources, reduce bureaucracy and, as a result, increased efficiency and productivity, and motivation and job satisfaction leads the staff. economic growth and development is a desired occurrence by any country and governments are beginning to and although some research has been done on understanding the motivation behind entrepreneurial behaviors in individuals and much has also been said about strategic decision making styles and process in enterprises, very little has been done to conceptualize fully these taxonomies and link them understand more clearly the role played by entrepreneurs in this process Entrepreneurship is a process in which an entrepreneur with new ideas and Creative and identify new opportunities and to mobilize Business and company attempt to create new resources, new and innovative and growing organization, which is fraught with risk and danger Identify and nurture entrepreneurial personality characteristics such as a willingness to risk-taking, creativity, need for achievement, internal locus of control, researchers have been great. [2] Entrepreneurial characteristics more than anything because of the mental processes and their beliefs Formed and these decisions directly affect their inclination Their decision-making to work with the entrepreneurial perceptions, beliefs, personal beliefs and Processing information and making decisions entrepreneurial significantly. Considerably affected their beliefs and personality traits. [3] The difference between entrepreneurs and public decision-making approach to define the way that entrepreneurs choose. [4]It must be admitted that today's problems requires decisions to date and accurate and Living for Tomorrow is also possible to understand and predict correct the issues that lie ahead in the future is dependent. The major challenge faced by managers in the 21st century is the use of talents and the potential of individuals to accelerate organizational innovations.

1. Difference Creativity, Innovation and Change

Although the word creativity is used synonymously with innovation, but most researchers believe that the two terms of innovation and creativity should be considered separately; because they have separate meanings and definitions, especially in organizations .In the above innovation equation, "concept" refers to an idea that is based on the reference frame of that person,

department or group, organization, or a new accumulated knowledge. The word "invention" refers to any new idea that has come to the fore. The word "profit" refers to the maximum use of an invention. Also, given that creative efforts should lead to creative results, so innovation is the emerged creativity. The above definition is the simplest definition of the innovation process; but innovation, like the word of creativity, has many and varied definitions that depend on the viewpoint that is defined from that perspective. In general, the definition of innovation includes one of the following: Innovation in outputs, innovation in products, services and distribution of products and services, Innovation in inputs, Innovation in the consumables used materials, innovation in resources and how to supply them, Innovation in the processes, innovation in technological processes, innovation in skills and innovation in technological processes, innovation in skills and executive procedures for doing things (Dewett, 2004, p. 262). For example, if we look at innovations in the products and services, the definition of innovation should take into account in the following dimensions: - Product quality: Product functionality to meet customers' needs. - Product cost: This dimension is related to the cost of production, which can give the manufacturer a competitive advantage. - Production time: refers to the amount of time spent on designing, developing and creating a new product.

2. Entrepreneur

The phenomenon of entrepreneurship with personality, social and cultural conditions are associated. Economic, cultural, psychological and combination of production factors in the development and entrepreneurship. [5] Given that the fields of psychological Entrepreneurial orientation are essential, hence the early 1960s, studies Psychological field of entrepreneurship started and since then has expanded. [6] Berman believes that public desire for risk taking decisive factor in the decision Vote is not an entrepreneur. Karlnd entrepreneurs emphasize the following features: 1. The need for success, 2. The internal locus of control, 3-willingness to risk-taking, 4- the need for independence, 5. Creativity, 6-tolerance for ambiguity, 7-dream, 8-challenging. [2] Motivated individual willing to earn success as a goal based on a set of standards. [7] The desire to achieve success probability of success and attraction becomes effective if a failure Continuing the ongoing need to avoid defeat in his experience which has created the concept Maslow is similar, in setting learning skills should take into account the fear of failure Be brought [8]. Internal locus of control: how a person is to the source of positive or negative results in Than give themselves or others. [9] locus of control is divided into three categories: 1 Control Internal means that the event due to his behavior the other hand. Reinforcement and punishment of his efforts he obtained [8]. 2-control exterior: This means that Person, positive reinforcement or negative, to the effect that their behavior is not looking for special treatment Knows. But it is as a result of accidental or incidental [8]. External locus of control Emotionalism, lack of knowledge and irrationality against accidents along [10] 3. inner-outer-control: when a person after internal and external control Have an average condition with this type of control. [8] Willingness to risk taking: entrepreneurs predict possible events, are sometimes act quickly if action is destructive practices including negative risks, costs in a pose that successful entrepreneurs are willing to pay these costs. [4] The need for independence: independence as a force that makes Would-be entrepreneurs all health and long memories tedious task to create The new entrepreneurial activities need to buy tons of independence can be for a term (Such as having control over their destiny 'and do something for themselves) defined [11]. Creativity: creativity, problem solving and provide freshness to the new method is a combination of fitness people Semester is capable to cope with the challenges and problems of the outcome. [12] creativity Implementing organizational abilities to create a new concept or idea. [13] Tolerance for ambiguity: it means accepting uncertainty as a part of life, the ability to continue the Life with imperfect knowledge and desire to start an independent environment without ensuring success Is. [14] novice entrepreneurs are faced with a lack of success. Continuous changes That ambiguity and tension in all aspects of work, uncertainty further complicates A. Successful entrepreneurs create growth, fluidity and emotion that the existence of this ambiguity Arises. [15] Dream: Entrepreneurs have a vision for the future for themselves and earn under pressure Interesting and lovely.

3. planning

Planning -making is inherently a rational process. And rationality in relation to practices and tools is calculated. [15] Processes information for entrepreneurs with venture processing capabilities combined profit While managers may ignore these factors in their decision making process Them. However, the entrepreneurs Unlike managers in the decision to assess Can also use the opportunity of choice [15]. The entrepreneur must all Aspects of its activities, including decision-making, an approach that, when entrepreneurs Decisions have the following components: Firm and Determined: Successful entrepreneurs on intuition, skills and knowledge necessary to survive even feel Rely on your courage. They can pursue big ideas Without getting into a detailed logical process that slows rest. [4] Venture: Possible events predicted entrepreneur, sometimes quickly Act if action is damaging negative performance of risk, cost In a pose that successful entrepreneurs are willing to pay these costs. [4] Stubborn and opinionated: entrepreneurs may absorb about sudden success Unexpected progress fantasies, but when it comes to the exploitation of results Arrive, live the real world. They should know that this event Privileges and identifying possible to calculate what What will be working to re-throw attempt. [4] Passionate and full of enthusiasm: Entrepreneurs are fascinated by what they are doing Is. Time passes quickly for them. They are far from exhaustion and Always scrambling to achieve your goal with enthusiasm and motivation into action. [4] 3. The relationship between each of the approaches to decision-making and entrepreneurial characteristics:

Many researchers to investigate the role and relationship between various psychological characteristics Are an entrepreneur. [17] Several studies conducted in the field of entrepreneurship Show decisions, which features the life of an entrepreneurial activity relationship Directly related to the characteristics of an entrepreneur. However, the Gaback and colleagues (2008) developed a typology on The field of entrepreneurial decision making, in a new ranking, various types of entrepreneurs Decision-makers and distinct orientation in approach decision Introduced [16]. Initial investigations related to decisions regarding entrepreneurs Identify opportunities McGrath and colleagues, conducted Vebrayn. To follow them, Richard And Alan entrepreneurial vision information processing for the extraction of framework decisions Entrepreneurs to identify opportunities were used. The view to the formation of new insights in the field of decision-making that can be led by entrepreneurs which have As appropriate, be used in the process of identifying opportunities. [15] Robert Lamb (1952) believes the role of the entrepreneur as the decision maker. He believes Was that social entrepreneurship is a type of decision-making by economic innovation Done And the role of entrepreneurship and implementation of extensive process of creating communities Local, national, and international or transform the social and economic knew symbols. Keykel and colleagues demonstrated that entrepreneurs Decisions himself with the Using entrepreneurial perceptions, opinions and personal beliefs and All processing takes These researchers also compared the processing of information. Entrepreneurial and managerial perceptions that claims to be the It leads to systematic use decisions Is proof that entrepreneurial decisions Remarkably, under the influence of beliefs and values It is personal and it can be one of the reasons Decisions they considered successful.

4. Presenting the model

According to the research, decision-making approaches as the independent variable in effect Entrepreneur's character is. The following conceptual model approach to communication Decision-making and entrepreneurial people's character. Based on four dimensions Approach to decision making and eight entrepreneurship is provided character. Dimension The characteristics of entrepreneurs and decision-making approaches discussed in the literature Was a conceptual model is outlined below:

5. Methodology:

This research type is descriptive - correlation between the 400 questionnaires Employees of humanities, basic sciences, engineering and veterinary University Entrepreneurial personality using random sampling were distributed. 374 completed questionnaires were analyzed (Table 1).

Table 1. Distribution of sample

Variable		Abundance	Percent
Sex	Female	267	71.4
	Man	107	28.6
Field of Study	FIELD	158	42.2
		126	33.7
		74	19.8
		16	4.3

The questionnaire included 35 items divided in 5 Likert scale according to Indicators of decision-making and entrepreneurial personality developed. The validity Use of experts and analysts and item analysis and reliability by Cronbach's alpha Respectively.

To evaluate the questions, the questioner has 30 university Employees Entrepreneurial personality were distributed. Descriptive statistics were used to calculate prevalence, frequency and Cumulative frequency percent was used. Inferential statistics to calculate the test Pearson correlation coefficient was used. The results of the data analysis Tables 2 and 3 below. Table 2 Average scores approaches to decision Formation and characteristics of entrepreneurs expressed.

Table 2: Effective Factors and Barriers to Organizational Innovation

facilitator	obstacles	Factor
Decentralized, flattened, smaller headquarters, Low bureaucracy, more flexibility, available resources	Bureaucracy and focus on decision making Standard methods and procedures, control Strong resources, emphasis on formal organization	Structure
The emphasis on softness and norms, the positive attitude Cultural change, experience of ideas, promotion and publication Successes, grounds for acceptance of failure, freedom Risky pursuit, reverence Courage, creating security for innovation	Accept emphasis on traditions (stability), punishments And crimes for mistakes, strengthening values External evaluation, emphasis on the due date Things, prejudices and lack of accountability	Culture
Participation in decision making, group work, praise Putting in on new ideas, freedom in the organization Adoption of criticism, tolerance of opponents	Autonomy management style, individual work, lack of Being free and accepting criticisms, honors Submissive people	management and Leadership
Provision of well-trained and educated human resources Creative and loyal, rewards for innovation, ideas It is not easily forgotten or destroyed	Lack of adequate human resources, lack of expertise and Training, no reward for success	Manpower
Comprehensive and open communication, informal with Wide facilities	Low and weak communications within the regulatory framework Out of us	connections

Table 2 Average scores and features an entrepreneurial approach to decision-making based on gender and field of study.

As can be seen in Table 2 all scores entrepreneurship Employees, both girls and boys and different educational levels are lower than the average 3. The highest mean scores belong to Employees of Science and Technology Entrepreneurship (2.91) and the lowest score of the Employees in the humanities (2.86). The average score of the entrepreneur male Employees (2.94) is also slightly higher than scores Female Employees (2.87). According to the findings of Table 2, both Groups of male and female Employees score in the highest decision-making approach and the least Stubborn and opinionated approach to decision-making in the development of their business. In order to evaluate the relationship between the index using Pearson correlation coefficient Entrepreneurship and decision-making was measured approach. Part of the results in table (3) is given.

Entrepreneurship	Challenging	daydreaming	Tolerance of ambiguity	Creativity	Independent	Risks	Internal control	Achievement	Entrepreneurship Approach
0/56	0/59	0/35	0/12	0/23	0/37	0/24	0/24	0/43	Robust
0/32	0/25	0/22	0/00	0/06	0/28	0/24	0/13	0/34	Venture
0/42	0/35	0/35	0/05	0/23	0/29	0/33	0/20	0/33	Stubborn and opinionated
0/11	0/04	0/17	0/18	0/03	0/16	1/03	0/06	0/01	Passionate and full of joy

Employees with the highest correlation between entrepreneurial talent Decision is firm and determined approach. Between approach All indicators are robust and entrepreneurial personality, There is a significant relationship. Stubborn and opinionated approach with all features except tolerance entrepreneurial personality Ambiguity is significantly correlated. Passionate and enthusiastic approach to tolerance of ambiguity And significant negative correlation administrative. The first research question: Does the approach that a firm decision And entrepreneurial characteristics of Employees of Administrative Organizations there? The correlation coefficient obtained 56%, which represents a significant and positive relationship between Robust entrepreneurial approach and talented Employees. In response to the second question survey whether venture between the approach and features work Tehran University Employees entrepreneurs there? The correlation coefficient was 32%, indicating a significant positive relationship between the approach Venture and entrepreneurial talent of Employees of Administrative Organizations. The outcome of the third question to see if the stubborn and opinionated approach and Entrepreneurial characteristics of Tehran University there? Business index 42% correlation indication that the relationship between stubborn and opinionated approach and Employees entrepreneurial talent is also positive and significant. In response to the question of the approach, passionate and full of joy and features Entrepreneurial Employees of Administrative Organizations there? The fourth question Research, though the amount is small but significant positive correlation coefficient is 11%. The findings show that Employees entrepreneurial characteristics correlated with Robust approach with 56% and the lowest correlation with passionate approach And is enthusiastic with 11%. In order to understand more about the decision-making approach and its ability to predict the entrepreneurial characteristics of Employees (fifth question), multiple relationship with Using regression analysis was performed. To evaluate the predictor variables and the criterion variable to determine the share of each of the variables in advance The nose, the stepwise multiple regression analysis, the results are presented in Table 4.

Table 4 multiple relationship approach to decision-making and entrepreneurship

Significance level	β	F	R^2 justified	R^2	R	Variable	level
0/001	0/56	173/76	0/32	0/32	0/56	Robust	1
0/001	0/33	90/86	0/33	0/33	0/57	Robust, venture	2

Two venture and robust approach together, 33/0 Of the variance in Employees entrepreneurial characteristics have predicted. 56/0 share of the variance of the approach is robust. F significant test of solidarity and entrepreneurial characteristics and decisive approach and Risk-taking show. With the arrival approach to decision-making venture, and its negative impact on entrepreneurial talent; The effect of the decision robust approach has increased to 64%. According The coefficient of determination can also be said to approach a firm and determined decision only 01/0 of the variance in Employees ' entrepreneurial talent can not. F test Also No significant correlation between entrepreneurial characteristics and approach of robust and risk-taking show. Beta coefficient indicates a negative impact approach to decision-making venture The entrepreneurial characteristics of Employees s, and demonstrates the way Above 14% of the variance in characteristics predict entrepreneurial Employees s The (14 / 0- = β).

In other words to increase Employees s approach the approach to risk-taking, Scores They entrepreneurial characteristics is low. Table 4 shows that Stubborn and opinionated and passionate and enthusiastic approach a significant effect on property By entrepreneurial Employees s who have not.

6. Conclusion

As the content of the article comes up, the theme of creativity and innovation required for organizational life And the continuity of survival and their survival and their impact in a competitive and complex world of domestic and international is. In this situation, if an organization does not take any serious action in terms of innovation and creativity Will surely fail; Because the development of science and technology and the arrival of goods and products The new is so large that organizations are non-dynamic, without creativity and innovation, very fast The scene is out of competition and it is impossible to influence and deal with new issues They become closed and isolated organizations, which causes the organization to retard Failure to successfully carry out its organizational missions. The results showed that average approach decision-making in groups Different Employees, the difference is not huge and can be means of the four way around 3.5 estimates and concluded that Employees of Administrative Organizations In a certain way and can be different in terms of approach Decision-making and to decide. Due to the overwhelming solidarity and This interpretation can be determined that the Employees for their decisions based on Following the creation of the new firm you are. These types of approaches robust , Stubborn and opinionated venture and positive relationship with the characteristics of entrepreneurship Significant. This means that entrepreneurs always accept the risk In search of their own original ideas and boldly as possible over Before trying.

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