

Study the Relation Between Nonaka and Takeuchi Conversion Knowledge with Intrapreneurship (Case Study: Telecom General Directorate Sistan and Baluchestan)

Aziz Olah Arbabi

Department of Industrial Engineering, Payame Noor University,
P.O. Box, 19395-3697 Tehran, Iran

Abstract: Today, knowledge has become a key resource economics and success of an organization is operating. Despite numerous scientific evidence Knowledge management with entrepreneurship has been expressed but little effort has been done to show it. This study aimed to investigate the relationship between entrepreneurship and four-dimensional aspects of knowledge conversion is done. Assessment of knowledge in accordance with the model Nonaka and Takeuchi (socialization of knowledge, combining the knowledge, internal knowledge and external knowledge) has been made. Margaret hill entrepreneurial appraisal organizations in accordance with the model in four dimensions (corporate actions, individual approach, flexibility and entrepreneurial culture) was. The research method is descriptive-survey. The sample size has been using Cochran. The sample size was 110 and random sampling method. Data collection instrument was a questionnaire, a questionnaire using Cronbach's alpha reliability coefficient was calculated and face and content validity was confirmed by knowledge management experts. Research data were analyzed using statistical methods and Pearson correlation coefficient. The results confirmed the relationship between knowledge and organizational entrepreneurship.

Key words: Entrepreneurship, knowledge socialization, combining the knowledge, science and Nonaka, Takeuchi become

INTRODUCTION

Since, the post-industrial societies knowledge is considered as a key resource. The importance of knowledge as a resource in comparison to other sources has increased. The conversion process knowledge as one of the main sections of this great capital of great importance. The follow up of the process leading companies in the field of new technologies and knowledge-based organizations is essential. This project will help. To organizations named by the weaknesses and improve it to ensure the survival and growth in the current competitive environment. In this study, are also referred managers to optimize the use of existing tacit knowledge and that individuals with regard to the weakness of the system should have strategies. And the role of conversion of knowledge on entrepreneurship will be discussed. The objectives of this study are as follows.

How to improve access to information and experience and knowledge production process to increase collaboration and productivity. In post-industrial societies knowledge is considered as a key resource. And the importance of knowledge as a resource in comparison to other sources has increased And the conversion process

knowledge as one of the main sections of this great capital of great importance. The follow up of the process leading companies in the field of new technologies and knowledge-based organizations is essential. The project helps organizations named by the weaknesses and improve it to ensure the survival and growth in the current competitive environment. In addition, this research is to develop and exchange knowledge and personal experiences among people to increase their skills by taking characteristics. Nonaka and Takeuchi Model and how access to information and personal experiences and knowledge to increase collaboration and productivity to help facilitate the sharing of information between people we can help.

Literature review

Corporate entrepreneurship: Evolution literature about entrepreneurship is a first example of successful integration of a near field theory to study entrepreneurship. In this case, the theory that entrepreneurial change direction to the field of social psychology, cognitive psychology. This phenomenon, for example, to the concept of self-efficacy and the theory of planned behavior (Ajzen, 1991) and premises Ajzen and

Fishbein is correct. Since the early nineties, an increasing number of partnerships were working model of entrepreneurial intent. Which confirms the applicability of the concept in different environments:

- New product
- New approach in the production process
- Find new sources
- Create any new agencies in the industry
- New market opening

Entrepreneurial quality that enables people begin a new activity or to expand their existing activities in power and disbelief. Entrepreneurship is the engine of change and economic development, culture and society. This phenomenon is also growing and learning in the national economy will lead to a fundamental transformation. Entrepreneurship is a process in which the entrepreneur with the idea to create new business with acceptable risk and risk, new product and service offers. While definitions of entrepreneurship is presented but most authors and experts in total entrepreneurship “process to identify economic opportunities, develop business and new companies, innovative and growing to take advantage of identified opportunities are aware that as a result of goods and new services will be offered. New directions for research in entrepreneurship intentions. New research suggests ideas and views about the intentions of entrepreneurs, research categories or conceptual approaches, started in check Liban and Fayol (in press) draw their inspiration from literature:

- The first category covers articles that examine the original model of entrepreneurial intent or knowledge of some of the nuances of their depth theoretical or methodological issues are analyzed
- The second category of individual-level variables in shaping the entrepreneurial intentions are analyzed
- The third group of study, interaction between entrepreneurship training and entrepreneurial intentions addressed the participants
- The role of institutions in shaping tissues and entrepreneurial intentions fourth floor playing shape
- Finally, the 5th research approach and intention-behavior relationship in terms of the entrepreneurial process

The researchers proposed plans with the communication gap that highlights each of these categories. Three models are mainly used as a guide to understanding the development of entrepreneurial intentions are:

- Model Bird (1988, 1992) to implement entrepreneurial ideas
- Model of Kahneman and Tversky (1979) entrepreneurship event
- The theory of Ajzen (1991) of planned behavior

Shapiro and Sokol empirical evidence applicability of the model and the theory of planned behavior in the field of entrepreneurship will confirm. However, it still remains a lot of time that literature Baird Model which oddly enough is approved.

In this context, researchers can influence national culture, regional, professional and enterprise on changes in attitudes and intentions towards entrepreneurship subjects studied entrepreneurial day. Research can also impact legislative and regulatory policies to assess intentions. Financing and labor markets enabling or limiting the formation and growth of entrepreneurial intentions are also possible. A useful supplement for literature contains embarking on an assessment of public initiatives, incentives and policies aimed at changing the institutions. To empower, encourage and facilitate entrepreneurship via their impact on entrepreneurial intention, by means of a research project conducted before and after it is tested. This assessment can help strengthen the links between research, entrepreneurship and public policy. Entrepreneurship in the creative process that organizational activity, innovation, risk-taking and lead leads. New research may be interactions, mediation and modulators to consider. Finally, the methodology, there is a need to research using samples from young aspiring entrepreneurs or entrepreneurs and longitudinal data to encourage entrepreneurship in the process of identifying the causal order.

Knowledge management (SECI): This model by someone called to say Nonaka and dynamic concept of knowledge is presented. In this process of knowledge through four different interactions between the two types of knowledge, implicit and explicit occur. Nonaka Tayl between these two types of knowledge as a process of transformation of calls.

Externalizing process is supported by two factors. The first factor is the tacit knowledge explicit expression to the idea in the minds of people by phrases, metaphors, expressed similar words and storytelling. The second factor involves the tacit knowledge of customers and specialists in a way that is comprehensible to the organization. The combination process for the conversion of explicit knowledge into explicit knowledge that integrated scattered as they are. In this process, the

individual explicit knowledge to explicit knowledge, we are moving group and using existing knowledge, problem-solving ability and knowledge was developed through the group provides (Afrazeh, 1964). Socialization that occurs when your mind tacit knowledge in tacit knowledge transfer in the minds of others and we thought we share with others. In this process, there is a close relationship between two people where the knowledge lies in the minds of men for each other is added. And tacit knowledge richer through their participation is subjective. Internalization when it can be seen that the administrator and experienced professionals to speak and write the biographies of researchers decided to be an entrepreneur or institution. It is also obvious that require internalization of knowledge and embodied in this crystallization. Therefore, people should be practical and concrete to receive it.

MATERIALS AND METHODS

This research method in terms of practical purpose and the nature of descriptive and correlational. In this study, the researcher sought to explain the relationship between two variables. Since, entrepreneurship and knowledge is a correlational research method. The sample of the research staff of 165 persons were Contacts Sistan and Baluchestan. It is not necessary to study a subject observed and evaluated all of society but in most cases it is sufficient detail view. In other words, most of the studies, the researchers will do sampling. In this study, random sampling method is used. The questionnaire contains 8 questions and the knowledge entrepreneurship is composed of 13 questions. Both the standard questionnaire whose validity and reliability have been confirmed in previous studies.

RESULTS AND DISCUSSION

Analysis of the findings: Using Statistics to establish order in the phenomena under study in this research is significant contributions. This section first presents descriptive statistics and inferential statistics described above. The results of the analysis of demographic data show. The 73% of men and 27% of women are statistical. 21% of people under the age of thirty years, 33% between thirty to 35 years, 21% between 35-40 years and 25% are over 40 years old. About 8% of associate degree, 47% of undergraduate, graduate and 41% of doctorates are 4 people.

Correlation of entrepreneurship and socialization of knowledge: The results show that due to the fact that the

Table 1: Results correlation of entrepreneurship and socialization of knowledge

Results	Corporate actions	Individual approaches	Flexibility	Entrepreneurial culture
Socialization				
Pearson correlation	0.654	0.245	0.162	-0.110
Sig. (2-tailed)	0.038	0.020	0.028	0.750
N	165.000	165.000	165.000	165.000

significance level of <0.05 was obtained and taking into account the correlation between corporate actions and socialization of knowledge after significant relationship was observed. This amount is about 0/654. The results show that due to the fact that the significance level of <0.05 is attained. And taking into account the correlation between the prospective. There was a significant relationship between the individual and the society of knowledge. This amount is about 0/245. The results show that due to the fact that the significance level of <0.05 is attained. And taking into account the correlation between flexibility and sociability seen significant knowledge. This amount is about 0/164. The results show that due to the fact that the significance level of 0.05 was obtained and taking into account the correlation between the entrepreneurial culture and socialization of knowledge There is no significant relationship.

Correlation of entrepreneurship and external knowledge:

The results show that due to the fact that the significance level of <0.05 is attained. And taking into account the correlation between corporate actions and after extraction of a significant relationship was observed. This amount is about 0/456. The results show that due to the fact that the significance level of <0.05 is attained and with regard to the correlation between individual attitudes and removal of a significant relationship was observed. The amount of which is equal to 0.022

The results show that due to the fact that the significance level of 0.05 was obtained and taking into account the correlation between flexibility and external knowledge. There is no significant relationship. The results show that due to the fact that the significance level of 0.05 was obtained and taking into account the correlation between the entrepreneurial culture and external knowledge shown in Table 1. There is no significant relationship.

Correlation of entrepreneurship and combine knowledge:

The results show that due to the fact that the significance level of <0.05 is attained. And taking into account the correlation coefficient between dimensions of organizational actions and combine knowledge. There is no significant relationship. Its numerical value is 0/657.

The results show that due to the fact that the significance level of <0.05 is attained. And with regard to

Table 2: Results correlation of entrepreneurship and external knowledge

Results	Corporate actions	Individual approaches	Flexibility	Entrepreneurial culture
Socialization				
Pearson correlation	0.456	0.022	0.099	-0.093
Sig. (2-tailed)	0.015	0.205	0.090	0.11
N	165.000	165.000	165.000	165.00

Table 3: Results correlation of entrepreneurship and combine knowledge

Results	Corporate actions	Individual approaches	Flexibility	Entrepreneurial culture
Combination				
Pearson correlation	0.657	0.568	0.455	0.069
Sig. (2-tailed)	0.048	0.026	0.053	0.009
N	165.000	165.000	165.000	165.000

the correlation between individual attitudes and external knowledge There is no significant relationship. The value of this connection is 0/568. The results show that due to the fact that the significance level of 0.05 was obtained and taking into account the correlation between flexibility and external knowledge shown in Table 2. There is no significant relationship. The results show that due to the fact that the significance level of <0.05 is attained.

And taking into account the correlation between the entrepreneurial culture and knowledge combine significant relationship was observed shown in Table 3. Its numerical value is 0/069.

Correlation of entrepreneurship and internalization of knowledge: The results show that due to the fact that the significance level of <0.05 is attained. And taking into account the correlation between the corporate actions and significant relationship was observed internalization of knowledge.

The results show that due to the fact that the significance level of 0.05 was obtained and with regard to the correlation between individual attitudes and inner knowledge. There is no significant relationship. The results show that due to the fact that the significance level of 0.05 was obtained and taking into account the correlation between flexibility and internalization of knowledge. There is no significant relationship. The results show that due to the fact that the significance level of 0.05 was obtained and taking into account

Table 4: Results correlation of entrepreneurship and internalization of knowledge

Results	Corporate actions	Individual approaches	Flexibility	Entrepreneurial culture
Internalization				
Pearson correlation	0.241	0.212	0.241	0.043
Sig. (2-tailed)	0.008	0.502	0.070	0.677
N	165.000	165.000	165.000	165.000

the correlation between entrepreneurial culture and internalization of knowledge shown in Table 4. There is no significant relationship.

CONCLUSION

The study was an attempt to test mean score of knowledge and practice of organizational strategic aspects to be examined. The study sample showed higher average of three encounters in the socialization of knowledge is. And the inner dimension of the average is <3. Other aspects of corporate entrepreneurship can have a significant positive impact on the socialization of knowledge. The external dimension of knowledge extraction knowledge not affect the flexibility and culture. Except for flexibility in the combination of all aspects of corporate entrepreneurship are positive and significant relationship with this later. The internalization of knowledge with organizational actions are positive and significant relationship between other aspects not.

REFERENCES

- Afrazeh, A., 1964. Knowledge Management (Concepts, Models, Measure and Implement). 1st Edn., Amir Kabir University Press, Tehran, Iran.
- Ajzen, I., 1991. The theory of planned behavior. *Organizational Behav. Hum. Decis. Processes*, 50: 179-211.
- Bird, B., 1988. Implementing entrepreneurial ideas: The case for intention. *Acad. Manage. Rev.*, 13: 442-453.
- Bird, B.J., 1992. The operation of intentions in time: The emergence of the new venture. *Entrepreneurship Theor. Prac.*, 17: 11-21.
- Kahneman, D. and A. Tversky, 1979. Prospect theory: An analysis of decision under risk. *Econometrica: J. Econ. Soc.*, 47: 263-291.