The Open Access Journal of Resistive Economics (OAJRE)

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Introduction:

Recently, resistive economics joined the economics literature. One of the main requirements for such economy is self-reliance, due to achieve excellence. Some definitions of resistive economics regard the persistence against sanctions. And other ones emphasize on reinforcement of national economy. First time, in 2005, resistive economics was introduced after the blockade of Ghaza. And in recent years, tighten sanctions against some countries causes to promote this approach and takes into consideration. The goal of resistive economics is to use the internal sources potential against sanctions and restrictions with minimal crisis.

The approach and process of Protecting the national production, labor and capital has different economic, political and social aspects. The main one is resistive economics which could be effective due to the development and uprising of economy’s activities. Resistive Economics can be evaluated as one of the pillars that support the national production which neutralizing sanctions by relying on domestic production. And implementing its principles lead to revolution in the national production.

According to rapidly growth of scientific connections which comes from promotion and usage of online web, we aim to publish an open access journal. Nowadays, regarding many open access journals indexed in Citation Indices and high impact factor of some of them, authors became eager to them.

On the other hand, the open access movement’s attempts to start rising level of scientific journals which includes professional evaluations. This entire increases the attractiveness of participating in the movement.

By using the open access publishing, this journal is looking for promoting discussion about resistive economics. All published papers are peer reviewed and would have acceptable scientific standards and also would reveal the various aspects of resistive economics according to economics literature.
The Words of Managing Editor:

Toroudshomal Research Company According to its missions for protecting and promoting the intellectual heritage of humanities aims to establish annual conferences in order to cover the new and critical humanities Themes. Also we would publish the outcome of these events which are accessible for all researchers to improve the scientific boundaries and to remedy the increasing real-world problems. So, for the first time, we publish the international journal of resistive economics in five scope Economy under sanctions, Oil and gas economics and management, Military Management and Economics, Green economics and Entrepreneurship. And we are trying to introduce the object of resistive economics’ discussions to international R&D centers and make it popular between economists.

We are pleased with the open access, because:
• It is publicly accessible on the web.
• Readers have right to read, print and share it with others freely.
• In traditional publishing, authors leave many of his/her rights to publishers. But in open access, all rights belong to authors.
• This open access journal is peer reviewed.
• It needs fewer cost and time to accept article.

Mohsen Kelich,
Director of Toroudshomal Research Company
The Words of Economics Editor in Chief:

History of scientific journal in Iran began from 3 decades ago. And so far it has remarkable progress in terms of quantity and quality. Retrospect at journals published in developed countries; we face to Evolution of screening and evaluating of paper and method of publishing which moved from traditional ones to electronic publishing. However, the vision and purpose of authors from publishing papers and publishers’ responsibilities in this scope has been somewhat changed. Maybe part of this improvement could be attributed to legislation which itself is acceptable. Providing access to scientific and scholarly content placed readers in a potential and strategic situation which plays a fundamental role in informing.

The potential Background of resistive economics _like special committees to develop scientific papers, scientific centers against sanctions for compiling new strategic approaches in the economics literature and also scientific journal management method, implementing electronic publishing could be found in the goals of Toroudshomal Research Company as a scientific collection. Open access journal of resistive economics would publish regularly despite of many ups and downs in the International events. In this way we need the Cooperation of professors, teachers and researchers.

We hope to be able to draw bright prospect in this field by benefit from the valuable comments of teachers, students, and researchers and take large steps in this path.

Dr. Pedram Davoudi
Economics Editor in Chief
The Words of Management Editor in Chief:

Sustainable growth and development in general and economic development specifically, is one of the most important and most controversial issues and challenges in the world, and the national aspirations of the people of all nations.

One of the most important effective factors of such a noble aspiration is having an effective and efficient interaction among countries. And resistive economics, sanctions (economic, political, cultural, social), regardless of their causes, are the most important challenges (opportunities and threats) in this field.

Management of sanctions challenges and turns them into good opportunities in different countries and it depends on the function of the effectiveness of three M. Top Management, Middle Management and Operational Management (Malaysia's new economic architect, MahatyrM)

Although managers can take many tools to manage the challenges associated with the sanctions that may be applied, but certainly in the role of creativity, innovation and idea creation, the most unique feature of entrepreneurs (economic, political, cultural, social) is undeniable and unmatched.

Talent and creativity, innovation and idea creation found in all humans, but the degree of expression, appearance, and use it in different ways is not based on a specific rule. And conferences are ideal place to hunt for any kind of creativity, innovation and ideas.

Creativities, innovations and ideas targeted and trapped at the journal and opportunities and new solutions will be facing managers and administrators, so that they can use them to create knowledge-based wealth (economic, political, cultural, and social) to manage the different aspects of the sanctions act.

Dr. HassanAli Aghajani
Management Editor in Chief
Aims and Scope:

Themes and Sub-themes

- Military Economics and Management

The economics of war:
- War military expenses
- Background and state of economy prior to war
- Peacekeeping funding
- Recent wars and world economy
- Most military countries and their economy
- Value of economic lost in war
- Defense budget
- Defense subsidy

Military service:
- Relation between Military service and GDP, Entrepreneurship, Unemployment, …
- Troops costs
- The impact of Conscription on economic growth

Military treaty organization:
- North Atlantic Treaty Organization (NATO) and world economy
- Southeast Asian Treaty Organization (SATO) and world economy
- Nuclear Non-proliferation Treaty (NPT) and world economy

Military Markets:
- International arms market
- Global military expenditures
- Arms producing companies
- Arms trade
- Arms race model
- Small arms market
- Global military expenditures
- FDI in military project
- Ratio of military expenses to GDP
- Black market arms
- World arms exporters and imports
- Money laundering in arms market
- Military new technologies and economic growth
Military companies/institution:
- Private military companies/forces (PMCs/PMFs)
- Military labor market
- Joint military projects expenditures or joint Military project costs
- Military pay scale

Military management:
- Human Resource Management
- Management of Financial Resources
- Industrial Management
- Business Management
- Knowledge Management
- Production Management
- Risk Management
- Strategic Management
- Time Management
- Crisis Management

Cyber war and economy:
- Economic infrastructure and cyber war
- International monetary transactions and cyber war
- Economic Information Warfare

Terrorism and world economy:
- Financial flows of terrorist organization
- Expenditure of national & international security
- Terrorism operations and world economy
- September 11, 2001 attack and world economy
- The effect of weapons of mass destruction (biological, chemical, Nuclear, …) on world economy
- History of military-economic thought and theories
- Militaristic Keynesianism
- Golden arches theory
- Economy under Sanctions

- Explain the economic conditions of sanctioned countries (China, Libya, India, Cuba, Iran, Iraq, Pakistan, South Africa, Syria, Sudan, Afghanistan, Russia, North Korea, etc.) from the perspective of macro-economic variables (exports, imports, privatization, inflation, interest rates, exchange rate, GDP, per capital income, economic growth, tax, unemployment, etc.)

- Explain the economic conditions under sanctions from the perspective of micro-economic variables (market, consumer, manufacturer, price, utility, and the price elasticity of production, replacement and return of …)

- Economic sanctions and social variables (general health, health, Racism, Poverty, migration, food security, environment, Social Capital, etc.);

- Economic sanctions and international politics and law (human rights, democracy, humanitarian aid, etc.)

- The impact of sanctions on the production and trade of energy (oil, gas, etc.);

- Terms of economic sanctions and international monetary and financial systems;

- The impact of sanctions on banking and international trade;

- Economic sanctions and Doing business, entrepreneurship, SMEs;

- The impact of international sanctions on international organizations and companies, FDI & FPI;

- The Nature and Models of Sanction;

- Sanctions Management;

- Typology of Sanctions;

- Sanctions and Resistive Economics;

- Management of Organizations and Companies In Terms Of Sanctions;

- Reduce the Social and Economic Effects of Sanctions;

- Geneva Agreement and Its Consequences;

- Military Economy;
- Oil and Gas Economics and Management

Theories and Concepts:

- Economic Development and oil and gas
- Geoeconomics and oil and gas
- Oil and gas planning

Oil and gas’s demand and supply

- Trade and markets
- Market Forecasting
- Oil and gas pricing
- Consumption of oil and gas product
- The analysis of international energy demand and supply

Alternative Energy sources

- Renewable Energy
- The global climate change and international cooperation on reducing carbon emissions;
- New energy saving technology
- Other sustainable energy
- Ecological economy, circular economy and low-carbon economy;
- New technologies and design for energy efficiency

Investing in oil and gas

- Financing of oil and gas
- Contracts
- Energy Security and Risk Assessment
- Project management and investing
- Investment in related projects such as refineries and petrochemical

Domestic and international Policy making

- Exporter’s policies
- Importer’s policies

International organization

- OPEC
- GPEC
- G20
- **Green economics**

*Theories and Concepts:*
- Environmental Economics
- Environmental Management
- Green industries
- Welfare Economics
- Development Economics
- Agricultural Economics
- Eco Socialism
- Green tourism
- Eco Feminism And Women’s Economics
- Strengthening economic competitiveness,
- Foreign Direct Investment
- Game Theory

*Structural Questions:*
- privatization
- Good Governance
- Doing Business
- NGO’s
- Consumerism
- Civil Society And Attitudes To Acceptable Economic Activity
- Environmental Management As An Industry
- Taxing
- Off Shoring
- Outsourcing
- Multinationals And Tariff Barriers
- Polluter Pays
- …

*International Institutions and Corporate Activity:*
- Bretton Woods
- EU
- UN
- IMF
- World Bank
- WTO
- UNCTAD
- GATTs
- Sovereign Wealth Fund
- Trading Blocks
- New Protectionism
- International Governance
- Roles And Activity Within Multinationals
- Procurement
- Processes Of Globalization At A Practical Level
- Limiting The Power Of The Multinationals

**New Initiatives and Cases, Experience and Applications:**
- Green Solutions
- Green intelligence
- Eco Taxes
- Resource Management
- Renewable Energy
- Green Management
- Green building
- New Economic Indicators
- Zero Waste
- Reuse
- Recycle, Repair
- Quality Of Life And Consumerism
- Information Technology and environments

**New Paradigms of the Economy:**
- Biosphere, Non-Human Species
- Women and Minorities
- Post Agricultural Social And Economic Requirements And Organization
- Planning To Reduce Surplus And Not To Harness It For Power Over Others
- New Fertilizer and environmental effects

**Social Justice:**
- Less Developed Countries
- Subsistence Economies
- Purchasing Power Parity
- Income Distribution
- Entrepreneurship

Entrepreneurship:
- Theoretical and Empirical principles about entrepreneurship and value creation
- Entrepreneurship and its role in sustainable development (economic, political, cultural, social)
- Entrepreneurship in various areas of science and technology (With the goal of creating jobs and creating value and wealth).
- The role of entrepreneurship in resistive economics.
- Entrepreneurship, from the perspective of Islam and Quran.
- Green Entrepreneurship.
- Entrepreneurship under sanctions.
- Military Entrepreneurship
- And ........

Incubator centers and science and technology parks:
- Theoretical and Empirical principles about Incubator centers and parks
- Specialized clinics for consultation and brokerage firms, operating and maintaining knowledge-based businesses.
- Knowledge-based Businesses (companies) and commercialization of science and technology
- And ........

Management in the knowledge Based SMEs:
- Theoretical and empirical principles about knowledge – based SMEs
- Production, financial markets, innovation, legal issues, strategic management, management consulting for SMEs.
- Business clusters
- Green business.
- And ........

The relationship between universities, industry and society:
- Theoretical and experimental study on the relationship between universities and industry.
- University and industry mutual expectations (community)
Community/ Models / Patterns / Frameworks for effective communication between universities and industry

And ……..

Third Generation Universities (entrepreneur and value creation):

- Theoretical and Experimental Community on Third Generation Universities.
- The role of universities in society development of (economic, political, cultural, social).
- The role of Third Generation Universities in Resistive Economics
- Academic entrepreneurship and entrepreneurial University – Commercialization of knowledge and academic technology.
- Universities, Colleges, departments, new generations’ courses.
- Programs and entrepreneurial training systems in universities.
- University and industry mutual expectations (community)
- Community/ Models / Patterns / Frameworks for effective communication between universities and industry
- And ……..

Commercialization and academic goods & services sale (education, research and technology):

- Knowledge- based wealth creation (economic, cultural, social and political) in the different academic areas.
- Shops, exhibitions, academic products markets technology (didactic, research and technology).
- Academic products sales and after-sales service chain (supply chain management) (didactic, research and technology).
- Businesses clusters, unions, guilds and organizations which support academic goods and services (didactic, research, technology).
- Models / frameworks / patterns of employment and money making in the various spheres of academic production (education, research, technology and others).
- And ……..

Entrepreneurial relationships with various academic courses:

- Theoretical and Empirical principles about entrepreneurship and academic courses.
- Entrepreneurship, employment and money making in different humanity courses (management, economics, accounting, law, political science, geography, literature, language, religion, theology, jurisprudence and Islamic law, physical education and sports science, etc.).
- Entrepreneurship, employment and money making in various fields of basic sciences (chemistry, physics, biology, mathematics, biochemistry)
- Entrepreneurship, employment and money making in various fields of Agricultural sciences (Agronomy, Horticulture, Soil Science, Landscape, Animal Science, etc.).
Entrepreneurship, employment and money making from various fields of engineering (Electrical engineering, Civil engineering, Mechanical engineering, Industrial engineering).

Entrepreneurship, employment and money making in various art courses (architecture, urban planning, tourism, restoration and archeology, industrial design, painting, graphic design, clothing design and sewing, cinema, film, theater, acting, script-writing, crafts, art research, public relations.)

Entrepreneurship, employment and money making in various medicine courses (medicine, nursing, physiotherapy, laboratory, dentistry)

Entrepreneurship in defense and military fields and others…..

And ……..

And other freebies in line with the objectives of the conference:

Knowledge Based Economy.

And ……..
Editorial Board:

“Science does not know Borders”

The Open Access Journal of Resistive Economics (OAJRE) kindly invites distinguished research scientists (only with Ph.D) to join in and work on the scientific committees and editorial review boards of the journals and conferences. Membership in the Open Access Journal of Resistive Economics (OAJRE) scientific committees and editorial review boards can open windows of opportunity for your professional growth and development as free-of-charge. Through special scientific committees and editorial review boards, and numerous occasions for scientific exchange with colleagues, journal of resistive economics gives distinguished research scientists the power to enhance their knowledge, skills, and professional options.

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The Co-Production in Marine Protected Areas for Sustainable Management

Dr. Carmen Bizzarri¹, Dr. Miroslawa Czerny²

ABSTRACT: Nowadays the co-production is the management method that relies on consumer responsibility for the service, becoming the recipient of the service and not its beneficiary. Decline of co-production in marine protected areas is to give a different interpretation to the already tested public-private partnership, as it becomes the new form of investment in the territory with the involvement of public actors, but also the local community and above all professional and trade associations. The contribution will therefore analyze the co-production as a management tool applied to marine protected areas will be identified and the consequences and possible strategies in an attempt to combine the protection of the environment to tourism development.

KEYWORDS: Marina Protected Areas, Co-production, Sustainable Development of Tourism in Marina Protected Areas, Management of Marina Protected Areas

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* The paper was written together the authors. Nevertheless 1 and 4 paragraphs are written by Miroslawa Czerny, 2 and 3 paragraphs are written by Carmen Bizzarri. The conclusions are mediation of the authors together.
1. INTRODUCTION

The co-production can be defined as the mode of production of public services for which you establish a fair and reciprocal relationship between the public body and its users (Ostrom E., 1996, p.1074).

Nowadays the co-production is the management method that relies on consumer responsibility for the service, becoming the recipient of the service and not its beneficiary. Decline co-production in marine protected areas is to give a different interpretation to the already tested public-private partnership, as it becomes the new form of investment in the territory with the involvement of public actors, but also the local community and above all professional and trade associations.

2. LITERATURE REVIEW

The need to change the management of public services comes from their failure both to the citizen that the public administration. The citizen has occurred on one side as the public service over time it has become increasingly poor in quantitative and qualitative, on the other hand the government has found it increasingly costly to provide services to meet the needs and new needs of the citizens.

The process of co-production can be applied in various fields from that health, as it is started in the United Kingdom, to the more specific ones as in social services.

In this direction can be placed, however, all forms of participation that tend to involve citizens following the principle of subsidiarity, for which, the problems that arose in a community it is preferable to be resolved within the community itself. Starting with Indeed, the involvement button-down, have been developed innovative methods for managing public services, changing the traditional system based on the centrality of decisions and hierarchical organization. Among these new forms, co-production can be recognized as the mode that, recognizing the inseparability of service production and its delivery, a new active behavior of service users by reducing the dependence of the citizen to policy makers. In the co-production users, in fact, become service co-producers so that, as emphasized by Bovaird and Loeffler (2012), using a more conscious resources, improves performance and are constantly evolving thanks to the contributions of its users.

For the user of the service, which then is nothing more than an ordinary citizen, can intervene decisively on the quality and on service provision, it is necessary to start a new horizontal two-way process: the decision-maker to become a facilitator of service, on the other hand the user to change their behavior, trying in their own abilities how to solve problems.

The process is realized only when relationships become horizontal or when the government engages the user in a way that there is a mutual exchange also offering a number of incentives to improve the service. This innovative method of the relationship between user-generated citizen and public administration, however, a peer network due to the transfer of knowledge that citizen-user pours in the production of the service. As has been repeatedly pointed out (Realpe, A., Wallace, LM 2010, Stephen L., J. Ryan-Collins, D. Boyle, 2008), the co-production, in fact, bases its operations in place at the center of the service users' abilities, so that starting from its expertise and its ability it is possible to build an efficient and effective service responsive to the real needs of the citizen-user. To implement this type of service the unit is no longer central provider of the service, as the audience is no longer passive, but takes an active role of peer support. The equal relationship between the service provider and the user changes the behavior of the public who, appreciating the needs of users-citizens, may entrust the provision of the service to the user itself, although it can be done on a voluntary basis, however, not excluding accountability in the conduct of the service. The co-production requires, therefore, a well-organized system of co-governance and co-management for which the public entity first
identifies the potential users and to be able to engage with them, then, defines the service map from its conception to delivery, and monitoring in all steps possible and possible improvements. To this end, in addition to identifying the responsible entity, you find a manager who can interpret the needs of users, so that it is recognizable and authoritative in front of all users-citizens.

The two leaders, so, check the resources necessary to provide the service, assess their efficiency, and develop methods to improve the delivery end, precisely due to the provision of skills that the user can offer.

This process necessarily needs a few steps:
1-Co-commissioning: during this process the public body involving users, with their skills, they can identify and develop ways to improve the service and segment according to the different needs of their users, in which they identify.
2-Co-design: in this phase the user responsible for the co-commissioning phase of the external design to all possible users, so that these can affect and possibly improve the architecture of the plane (websites made with the dialogue with users, prototypes infrastructure to be discussed).
3-Co-delivery: in this phase we realize the service and proceed to its provision by both the user and the government. The production and consumption of many services, however, are inseparable, and in this case it is necessary to reduce the dependence on the user's service manager with the public body.
4-Co-assessment: the final assessment of the service provided by focus groups in which they are interviewed users, citizens and the public body. A further method of evaluation of the service can be done through social networks and online communities, in which exchange different views and opinions on the service by users.

3. THEORETICAL FRAMEWORK

3.1. The Co-Production: Advantages for Use of Resources

The co-production is a new model of management of resources and it's very interesting in geographical framework, as service delivery has impacts both horizontally, within the users that use it, but also vertically in the territory in which the service is provided. This model changes the use of land and the social functional of the resources. The pour the effects of the service on the territory opens new scenarios both on a local scale, both on a regional scale because, once verified the quality of the service, and the costs, but above all the benefits expand to allocate resources optimally. The design and management entrusted to the expertise of the users determine, in fact, the opportunity to meet the needs of service users and as a result the development of infrastructure is facilitated by an architectural point of view, both the efficient use of resources under the organizational profile. The co-production, as is described below, in fact, starting from the design phase by facilitating dialogue between the public and users and residents so as to expand access to services in all possible categories, narrowing the gap between resources and needs and mainly based on the real needs of the different communities on which management falls. This phase of the process is very important geographically as through the exchange of ideas between the three parties involved, the infrastructure will certainly be designed in harmony with the landscape and landscape. The involvement of the local community and users in fact allows you to schedule the service requested functional structures with a careful use of local resources, using appropriate technologies, the most abundant in the area. This new mode of service management, therefore, well it differs from the traditional organization based on the centralization of powers, as the co-production model service delivery according to the different local needs.

These advantages are outweighed by the costs (Bennetta NJ, Deardenc P., 2014, p.98) that in the short period since the time of preparation and planning will be longer than the normal time schedule. These costs will decrease in the long run, when, once the service is produced and delivered, it will be increasingly tailored to the needs of users with a more efficient use of resources.
This new mode of payment shall also confer social benefits as being involved that most users, who co-produce the service and resides in the territory, helping to spread a high sense of social responsibility and citizenship with positive social benefits, including an expansion of the possibilities of social networks. It’s the integration of professional users and citizens, where the service resides, which develops the empowerment directed to verify the deficiencies of the service and to resolve problematic to "upstream" and "downstream", preventing the planning stage possible obstacles.

If during the design phase is the participatory approach, where participation involves three types of partners during the service delivery management will always be much shared between users and the public administration. The public administration or disclose addresses methodological and cheap, while the user provides to achieve the required objectives so that the service can be transparent, accurate, useful, legal and ethically correct, accessible, understandable and at the same time more and more specific, innovative and quality. This new way of planning and management can definitely be defined as sustainable as it determines a quality of service that can definitely tough with long-term environmental, social and economic success.

4. METHODOLOGY

4.1. The Cost-Benefit Analysis for Implementation of the Co-Production in Marine Protected Area

The co-production, therefore, serves to activate the virtuous cycle of using resources in an efficient and functional to the real needs of the user, that making available its know-how, can be improved with lower cost, targeted service. Another field where you can use this innovative system of management is the management in protected areas, as in these areas you can learn about the needs of users with its specificity and participation of its local community. To activate the co-production in the Italian marine protected areas is fundamental understanding of the economic, social and environmental impacts of protected areas both on the part of users and citizens resident in those parts of highest quality. Overcoming information asymmetries, in fact, you can definitely enable collaborative forms between Park Authority, the local community and users. To start this process, the Park Authority has the task of contacting the local community to identify possible activities and subsequently the possible users. From this initial step, we proceed to the schedule for the performance of activities requiring users their expertise to the design of possible infrastructure requirements. The relatedness between the three parties, as already mentioned in the preceding pages, enables sustainable design and put into the context without territorial, overburden the area with facilities necessary for the purpose intended. The infrastructure that will be designed, then, will be shared with other members and with the local community and thanks to the co-evaluation for all users and the local community can, thanks to their capabilities, identify critical issues and improve the negatives. The role of the park will be crucial in order to give concreteness and to decide in a shared way all the proposals and activities. In the Italian marine protected areas the Park Authority, for example, may function to stimulate the activities of snorkeling, or those activities observation of the sea with the use of masks and snorkels and without air tanks, bringing together both the local community to be informed about of marine resources already available and widely used by fishermen, and representatives of associations of snorkeling, to develop interesting activities for those who practice this sport. After this meeting, you start the design phase of planning and verifying, through focus group rooms and the direct participation of experts and professionals in the field of local and snorkeling, the ability to create infrastructure for the practice of sport. The function of the institution is that of facilitator of the resulting paperwork for the realization of what was planned, as well as assessment of the opportunity costs derived from the implementation of this service. The local community and the associations of the sport rather have the responsibility of service. This procedure requires both the local community and non-profit organizations to search for additional funds, beyond those provided by the park, to be requested from other
institutions or large companies for the implementation of projects and the search for new users who are interested in that type of sport.

The heads of the associations of snorkeling can in turn delegate the various functions, from design to delivery of, to the members who have the ability, or that over time have acquired the know-how necessary for the optimal allocation of resources and technologies for quality of service. The more the service will meet the needs of members of the association, thanks to the skills that they have made available, more will be required not only to those who adhere to the association, but also by all those who practice the sport, as well as from the local community, however, is that feel involved in this process.

The proposed activities are varied depending on the service that is requested by the participants. Some are aimed at those who practice for the first time snorkeling, others still at a higher level for the more experienced, and still others involve families and carers, who provide assistance to participants.

The verification of service quality is attested by both an on-site surveys distributed, but especially from the discussion on the web through social media, the community and forum in which users are democratically all the same - both proponents that the users of the service - shall exchange information and leave comments deemed necessary to improve the service. The comments received are, however, drawn by the user, in charge of the service, to make the appropriate corrections, improving steadily and continuous performance.

5- THE RESULTS

5.1. The Case Study of Belize

The possible application of the co-production in marine protected areas is derived from the experience made in the marine Gladden Split in Belize, (Gray, NJ, 2008), where in the early nineties, a small group of residents, protesting against the sale Silk Cayes potential of the island to a private contractor, had the full support of international organizations and funding from the UNDP / GEF to protect the island, since it was identified as a place of high marine biodiversity (UNEP, 2012, chapter5, p.322).

Thanks to this economic possibility, inhabitants have formed non-profit association and have continued to develop field research to identify as such islands were the privileged place not only for reproduction for certain types of fish, which risked extinction if this place had not been protected by both tourists and fishing, largely to poachers. This discovery led to 18 May 2000, the Government of Belize to declare the Gladden Spit & Silk Cayes Marine Reserve and to entrust the management over to the local government of the inhabitants also association, which in turn, given the responsibility, they set up a network with other international environmental protection associations such as WWF.

The protection was, however, determined by definite benefits that would have been determined on a regional scale in terms of marine biodiversity: if you had fallen marine biodiversity due to the sale of the island and the resulting fishing permit to large international companies, it is would have risked a great movement of sharks throughout the region from south to north from Honduras to Mexico in search of food and the extinction of some species of fish, which they laid more eggs just in the islands of Belize for continued fishing. The establishment of the Marine Reserve, therefore, would have the main task to keep these fish to allow the balance of the marine ecosystem and protect the same Mesoamerican Barrier Reef.
Local associations have been authorized to co-produce the design and management of the marine area, as within these ONG were both fishermen and environmentalists, the two groups most interested in an antagonist, as the fishermen had the goal of finding ways to harvest fish, while environmentalists he advocated a strict nature reserve without fishing opportunities. Working together, the fishermen have noticed, thanks to continuous research in the field, that the poachers were very numerous and difficult to differentiate from local fishermen and greatly detracted from the ecosystem above all at the regional, rather than local. The co-production is embodied in the research by environmental groups to check the status of the ecosystem and especially in the application of laws limiting fisheries associations over write the report on the state of quality of the marine environment and the state of fish, guiding tourists in the park, have a duty to police in the capture of the fishermen. This activity, however, at first not very welcomed by the local fishermen, then, Given the positive effects of such constraints and security restrictions, however, that he had made fully approved the co-management. The association has a ratio of full autonomy and responsibility in its tasks and constantly communicates its activities to the Park, also seeking funding to carry out appropriate research projects, often developed with the help of the international network of environmental associations. To date, the protection of a marine protected area is co-managed by the public and by the environmentalist who's task is to: protect the island and its waters from the harmful effects of pollutants and tourism, monitor illegal fishing with the task of police and enforce limits for the fisheries of the premises, carry out scientific studies on reproduction and on the habits of the fish, seek new sources of funding for the study and recruit and train new volunteers as guides.
6. THE FUTURE RESEARCH

6.1. Potential Place for the Co-Production in the Marine Protected Area “Cerrano Tower” -Italy

The Marine Protected Area "Cerrano Tower" takes its name from the stream, which flows in the surrounding areas and was originally dedicated to Ceres, goddess of the harvest and fertility. It extends up to 3 nautical miles delimiting 7 km of the Adriatic coast - of which 2.5 km of sandy dune along the shore - through the settlement of two towns Silvi and Pineto that arise on the coast of Abruzzo Region - in the center of Italy - extending both to the sea, whether for a small part, to the ground. In particular in the area that is located on the mainland, there is the Tower, which is used in the sixteenth century by the Spanish, as a bulwark against the Saracen pirates, now completely restored is home to the Center for Studies of Marine Biology and the Center of Marine Protected Area, established in 2010.

Map 2: Georeferentiation of Marina Protected Area “Cerrano Tower”

![Map 2: Georeferentiation of Marina Protected Area “Cerrano Tower”](image)

The marine area, characterized by areas of low and sandy coast, typical of the Adriatic, presents important dune vegetation, with beautiful specimens of sea lily, Soldanella Sea and the beaches of Euphorbia. This ecosystem, along with the marine environment has been the privileged place for many species of fish to breed, thus preserving the species (VALLAROLA F., 2009). For this reason it was set up marine protected area, to store different types of fish resources, threatened in recent years by aggressive fishing activities. The establishment of the protected area has allowed therefore, the repopulation of the types of species and restoring the balance of the marine ecosystem.

The marine protected area is approximately 37 square kilometers and is divided (Rules of the Ministerial Decree of 28 July 2009, 218) in three zones (see Map 2):

1) a restricted zone B (general reserve) that defines a square of about a kilometer from the side opposite the Cerrano Tower;
2) a zone C (spare part) of about 14 square kilometers that is developed for 'full extent of the sea front until about 2 kilometers from the coast;
3) a large area D (protection) of trapezoidal shape, about 22 km square that extends to the 3-mile limit where there is a reference physical depth of 17 meters underwater oasis formed by the barriers of restocking.

Each zone corresponds to a different degree of protection and, consequently, a different Safeguard Regulation that is more rigid and stringent for zone B and more reaching out to a greater use to the area C and D over to the area where you can be found most of the rules already in force in the codes and regulations ordinary for fishing and boating.
After the establishment of marine protected area, there were numerous problems that have focused on the local population. The consortium of Marine Protected Area “Cerrano Tower”, with an open and attentive to customers' needs, has been trying to find a point of meeting with local fishermen engaging in numerous programs of diversification of economic activities. The premises, with some initial wariness derived from the difficulty of owning boats and able of travels long distances, have accepted this collaboration as they have been welcomed as the first and true connoisseurs of sea and land and their inclusion in activities such as recreational fishing are been recognized as an opportunity for added income for the same, above all in the summer months.

An Area Marine Protected Area, like all other protected areas, however, is based on the consent of the local population as well as on the proper functioning of all its parts management. For this reason, seen, being very broad consensus of the local community, in this marine area co-production seems to be a further possibility in which both residents and users of the reserve may help to improve its management. In particular the activity of snorkeling can surely be realized in that the biological diversity allows a wide possibility of observation. The associations of snorkeling, however, can also be considered very important for the purposes of a broader strategy of sharing in their organization, the ability to take advantage of other marine protected areas, thanks to the existing network which is part of the marine protected area “Cerrano Tower”. The methods with which the 'association connects to the marine consortium for the start of the co-production and co-management of assets, have already been described in the previous paragraph.

It useful in this regard to point out that this new possibility of co-production can definitely open up new investment that can not only be returned to the research, being home to the Tower of Cerrano’s Centre for Research on Marine Biology, and the availability of resources, but also increase the cohesion and trust of the local community by creating the social capital, very important for the sustainable development of the marine marina and the entire surrounding area. The co-production becomes a co-production of knowledge, as "using science along with the indigenous knowledge develops respect and mutual trust" (Berkes 2009, p. 1699). The co-management, therefore, can help the complex process of learning by doing through which the experience of non-profit networking and shared with the local community and then synthesized so as to "enhance institutional interaction and experimentation to generate learning” (Berkes, 2009, p.1699).

7. CONCLUSIONS

In conclusion, the co-production is a new mode of design, planning and management of public services. This new mode of sharing the decision-making process realizes the principle of subsidiarity and rationalization of costs and numerous social benefits to the local level. These
benefits are transferred at the regional level; when the exploitation of resources, as well as involving the local community, is poured on a regional scale due to increased accessibility and usability of the attractions.

The co-production, as has been shown, is a form of sustainable management and is well suited wing management of marine protected areas as it allows users, shared with the park authority to exploit the valuable resources of the area without beyond the limits of carrying capacity.

In the co-production, however, innovations, aimed at reducing the use of resources - especially natural ones - thanks to appropriate technologies are easily adoptable as they are known by the user who then returns them in the management of the service, being themselves the co-managers.

The process of diffusion of innovations among users is certainly greatly facilitated by social networks and all those communication tools and available today. The park authority, therefore, uses these tools to check whether the user co-manager is able to offer a qualitatively and quantitatively efficient and effective.

The co-production, therefore, generates a virtuous circle of continuous assessment on the quality of service in a public and transparent.

For both case studies, in fact, co-production has as its main aim to a better use of resources, using them responsibly. With regard to the case study of the marine protected Cerrano Tower the possibility of establishing a co-production with the combination of snorkeling could definitely offer multiple benefits at both local naturalistic scientific, and economic. Certainly to activate this potential, the administration together with the association necessarily need to establish a relationship of great mutual trust, to be paid in both projects, which will carry out investments to expand even with the help of networks of associations and snorkeling other marine areas, both in the local population, offering them the opportunity to be part of this collaboration, as residents in the best position to evaluate the sustainable activities, including those in the tradition and local culture, thus contributing to local development.

As regards the case of Belize, co-production has already carried out many activities that have expanded the possible interactions and institutional relations and human resources contributing to the new knowledge, useful for the development of the potential of marine protected areas. Consequently, the co-production can be an innovative way of delivering public services, but you still make calls for more research to verify the legal implications and the effects of geographic and economic, which can be determined.
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Foreign Direct Investment in Agriculture and Food Sector in Turkey

Prof. Halil Fidan\textsuperscript{1}, Suna Acartepe\textsuperscript{2}

\textbf{ABSTRACT:} While Foreign Direct Investments (FDI) were seen as outflow of capital, with the effect of globalization, has showed upward tendency in a parallel speed to world economy since 1980s, its role in the global economy has gained importance with sweeping of open market ideology. As well as upward tendencies in Foreign Direct Investments also go for agricultural and food sectors, this situation has caused global competition in international markets. In the study, advantages of Turkey in terms of attracting FDI, existing state of foreign direct investments in agricultural and food sectors will be presented. Especially in agricultural sector there are not many studies about FDI. This is a study that has been done to raise attention to this subject and shed light on next researches to be made and that put forth the present situation. It has been benefited from secondary data and percentage method has been used.

\textbf{KEYWORDS:} Foreign Direct Investment, FDI, Turkey, Agriculture, Food

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1. INTRODUCTION

Globalization caused to change the point of view to Foreign Direct Investments; especially it has started to be seen as inflow of capital for the developing countries and as a tool for accessing to new markets for the developed countries, and become a global competition issue (Report of the Working Group of the Capital Markets Consultative Group, 2003). Foreign Direct Investments which is in upward tendency all over the world entered an upward tendency in also agricultural and food sectors as the result of food crisis of the world especially in 2007-2008. Along with that the potential of Turkey in agricultural and food sectors is important also for it to be evaluated in terms of Foreign Direct Investments, there is not many studies done about the subject. For this reason, firstly presenting the existing situation is important for both raising attention to the subject and being shed light on next studies (Qaqaya, 2008)

When foreign capital in the agriculture and food sectors in Turkey's, current situation is examined, data showing the location of this sector of the issue of foreign investment are not encountered more. In this subject, there is lacking of data and study. At least, in eliminating the shortcomings mentioned, in order to provide some solutions, it is considered.

2. LITERATURE REVIEW

There are not many studies done in this field for Turkey. United Nations Conference on Trade and Development (UNCTAD) has been used as the most important data source for the Foreign Direct Investments in the world. Another important source data is state reports of the World Bank. In Turkey, the Ministry of Economy, General Directorate of Incentive Practices and Foreign Capital data are the primary reference guide. In the study, data of the Republic of Turkey Central Bank, the Ministry of Food, Agriculture and Livestock, and the Republic of Turkey Prime Ministry Investment Support and Promotion Agency have been also benefited from.

3. THEORETICAL FRAMEWORK

In consequence of that in Turkey there is not any study done before in this field directed to either evaluation of the existing situation or its analysis, in this study especially with aiming at presenting the existing situation, the situation of Turkey in this field in the world, her advantages, capital amounts of foreign direct investments in agricultural and food sectors in the country and their existing situations according to company numbers and the situation of foreign direct investors in the top thousand exporters have been tried to be presented by using secondary data, beside this percentage method has been used.

3.1. Foreign Direct Investment in Turkey

The amount of foreign capital in Turkey during the period 1954-1980, has not reached a quantity. By the end of 1980, but the amount of 281 million dollars a foreign capital inflow could be realized. 197 million dollars of this amount, having performed until 1973 is also noteworthy. Shortage of foreign currency in 1977 inability to transfer their profits with the start of foreign capital inflows slowed down. This trend in foreign direct investment significantly after 1980, it has changed to ensure stability in domestic politics, economic with January 24th decisions. Efforts to overcome the crisis and the continuation of economic reforms determined attitude has increased the confidence of foreign investors in Turkey's economy. One of the factors that play an important role in development, officials with foreign capital show in making administrative procedures simpler and more clear that the relevant legal regulations is the effort.

Between the years 1980-2002 allowed foreign capital 52.7% of the total foreign investment of $33 995 million investment, 17 930 million of that was realized in the manufacturing sector. In the manufacturing sector especially since the investment growth rate in 1990 is higher than in previous years. Especially the April 5, 1994 Stability Programme through the introduction of alien decisions taken in the manufacturing industry also showed the impact on the capital and in
1995. The total amount of foreign capital in the manufacturing industry, actualed- million dollars in 1996 Turkey in terms of foreign investment in the stock of the cumulative data for the year 2009. It ranks 27 in the world. Total foreign direct investment in the world the stock is $ 12 trillion size (Erçakar and Karagöl, 2011).

3.2. Agriculture and Food Sector in Turkey
Growing food and agricultural sector in Turkey, in the total gross value added in the country accounted for 9%, and employs 25% of the total workforce in the country. Industry makes powerful features include market size, which is associated with the country's young population, dynamic private sector economy, is situated strong tourism income and favorable climate conditions. With 76 million inhabitants, Turkey’s increases income levels; that’s what making it one of the largest markets in the region, Turkey’s changing consumption habits in the younger generation and increase domestic consumption. Food sector in Turkey, large retail demand due to the variety of options offered from places recorded growth thanks to consumers increasingly showing a steady growth in recent years. The net increase in disposable income, changing consumption patterns and the increase in the number of women in full-time jobs, ready meals and led to an increased interest in the packaged and processed products such as frozen food. Turkey offers a range of incentives to potential investors in agriculture and food; Turkish government offered appropriate support mechanisms regulations, tax system includes competitive and cost of labor and investment incentives.

4. RESULTS

4.1. Situation of Turkey in Foreign Direct Investments in the World
According to 2013 World Investment Report, in 2012 for the first time the developing countries with 9 countries in the top 20 country ranking, attracted more FDI that developed countries did (Table 1). Besides that Turkey was in 24th place in the given ranking with 12 billion dollar, in the report, it has been stated that Turkey is in the first place among the West Asian countries by leaving Saudi Arabia behind for last six years (World Investment Report, 2013, UNCTAD). In the report, it has been touched on that developed countries are still at the forefront in FDI stock. In this field Turkey advanced to 28th place, while she was in 31st place last year (Table 2).

<table>
<thead>
<tr>
<th>SEQ ID NO</th>
<th>Countries</th>
<th>FDI (Billions of Dollars $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>*USA</td>
<td>168</td>
</tr>
<tr>
<td>2</td>
<td>**China</td>
<td>121</td>
</tr>
<tr>
<td>3</td>
<td>**Hong Kong</td>
<td>75</td>
</tr>
<tr>
<td>4</td>
<td>**Brazil</td>
<td>65</td>
</tr>
<tr>
<td>5</td>
<td>**British Virgin Islands</td>
<td>65</td>
</tr>
<tr>
<td>6</td>
<td>* England</td>
<td>62</td>
</tr>
<tr>
<td>7</td>
<td>*Australia</td>
<td>57</td>
</tr>
<tr>
<td>8</td>
<td>**Singapore</td>
<td>57</td>
</tr>
<tr>
<td>9</td>
<td>*** Russian Federation</td>
<td>51</td>
</tr>
<tr>
<td>10</td>
<td>*Canada</td>
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</tr>
<tr>
<td>11</td>
<td>**Chili</td>
<td>30</td>
</tr>
<tr>
<td>12</td>
<td>*Ireland</td>
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</tr>
<tr>
<td>13</td>
<td>*Luxembourg</td>
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</tr>
<tr>
<td>14</td>
<td>*Spain</td>
<td>28</td>
</tr>
<tr>
<td>15</td>
<td>**India</td>
<td>26</td>
</tr>
<tr>
<td>16</td>
<td>*France</td>
<td>25</td>
</tr>
</tbody>
</table>

Table 1. Top 20 Countries in the World are taken FDI and Turkey, 2012

Table 2. Countries are taken most FDI stock and Turkey

<table>
<thead>
<tr>
<th>SEQ ID NO</th>
<th>Countries</th>
<th>FDI (Billions of Dollars $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>3.931</td>
</tr>
<tr>
<td>2</td>
<td>Hong Kong</td>
<td>1.422</td>
</tr>
<tr>
<td>3</td>
<td>England</td>
<td>1.321</td>
</tr>
<tr>
<td>4</td>
<td>France</td>
<td>1.094</td>
</tr>
<tr>
<td>5</td>
<td>Belgium</td>
<td>1.010</td>
</tr>
<tr>
<td>6</td>
<td>Republic of China</td>
<td>832</td>
</tr>
<tr>
<td>7</td>
<td>Germany</td>
<td>716</td>
</tr>
<tr>
<td>8</td>
<td>Brazil</td>
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<tr>
<td>9</td>
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<td>682</td>
</tr>
<tr>
<td>10</td>
<td>Sweden</td>
<td>665</td>
</tr>
<tr>
<td>28</td>
<td>Turkey</td>
<td>181</td>
</tr>
</tbody>
</table>

Source: UNCTAD, World Investment Report 2013

4.2. Advantages of Turkey In Terms of Attracting FDI

The reasons that make Turkey attractive for foreign investors by the Republic of Turkey Prime Ministry Investment Support and Promotion Agency, which was established in 2006 with the law no. 5523 within the scope of works towards increasing foreign investments in Turkey, and the single official body taken charge of promoting investment opportunities Turkey presents to global business world and supporting investors in all stages the investments they will make have been shown as;

- Successful economy
- Population
- Qualified and competitive labor
- A liberal and innovative investment environment
- Infrastructure
- Central location
- Energy corridor and terminal of Europe
- Low taxes and incentive opportunities
- Customs union with EU since 1996
- Large Domestic Market (ISPAT, 2014).

In the Doing Business in TURKEY 2014 report, which is about Turkey, one of the reports prepared by the Central Bank about ease of doing business in countries it has been stated that Turkey advanced in terms of ease of doing business from 72nd place, she was in 2013, to 69th place and establishment a new business time is 6 days, while the average of Organization of Economic Co-operation and Development (OECD) countries is 11.1 days, the average of Europe and Central Asia is 12.8 days (Doing Business in Turkey 2014 Report, World Bank) According to 3rd article of Foreign Direct Investment Law numbered 4875; unless otherwise predicted by international treaties and particular provisions of law;
1- Making foreign direct investment by foreign investors is free in Turkey.
2- Foreign investors are subject to equal treatment with the domestic investors.

Their being subject to equal treatment with domestic investments within the scope of benefiting from incentives is valid, and they can benefit from incentives applied by Institutions (Foreign Direct Investment Law, No. 4875, 2003). Foreign investments in agricultural and food sectors, which strategic importance is gradually increasing in the world, are also in tendency to increase. This tendency is that the agricultural sector in Turkey with her climate and soil structure suitable for agricultural production and rich biodiversity, and who is in regional power and trade position in the center of important and large markets such as Europe, Africa and Middle East, also with combining with efficient project and supports for agricultural and food sectors, have become an attractive and profitable area for the investors.

In Turkey, where export of 1681 kinds of agricultural production to 192 countries was carried out in 2013, agricultural product export reached to 17, 7 billion dollars, and food production export reached to 16, 7 billion dollars. With 6 billion dollars export surplus, Turkey reached the condition of net exporter country in food productions (MoFAL, 2014). Besides this, practices for developing sectoral infrastructure such as growing domestic market, cheap and qualified labor force, land consolidation, irrigation; incentive and supports practiced by legislation and implementations for quality production have been counted among reasons that make these sectors attractive for foreign investors in Turkey.

In “Food and Agricultural Sector Report” of ISPAT, complementary sub-sectors such as:

- Fruit-vegetable processing
- Feed sector
- Milk sector
- Livestock
- Functional Food
- Cold chain, greenhouse cultivation have been stated as potential sectors for investment (Food and Agriculture Sector Report, ISPAT, 2014).

As territorially, GAP Region (Southeastern Anatolia Project) has been stated as suitable for oil seeds, fruit, vegetable and organic agriculture with advantages of full-scale integrated project practicing in the Region, possession of 20% of the country’s irrigable area, and 3.2 million ha cultivated land (Food and Agriculture Sector Report, ISPAT, 2014).

4.3. Situation of Foreign Direct Investments in Turkey Agricultural and Food Sectors

4.3.1. Situation of Foreign Direct Investments in Agricultural and Food Sectors According To Capital Amount And Company Numbers in Turkey

In Foreign Direct Investment Law numbered 4875, Foreign Direct Investment has been defined as;

“It states
i) To establish a new company or open a branch,

ii) To become a partner with an existing company through share acquire except securities exchanges or at least 10% of share proportion from the securities exchanges, or acquirements providing right to vote

Through economic assets such as
1) Brought from abroad;
-Cash capital in the shape of convertible money traded by the Republic of Turkey Central Bank,
-Company stock and bonds (Except state securities),
-Machine and equipment,
-Industrial and intellectual property rights,

2) provided from domestic;
-Other rights about profit, revenue, pecuniary claim or valuable investment that are reused in investment,
-Rights concerning prospecting and extracting natural resources;
By foreign investors.” (Foreign Direct Investment Law, No. 4875, 2003).

Because intercountries methods of calculation and foreign investment definitions differ, margin of error in measurement of Foreign Direct Investments has been more. United Nations Conference on Trade and Development (UNCTAD) and other international organizations are trying to minimize the calculation differences by standardizing methods and definitions of data collection” (FERB, 2012).

In FDI statistics, data on the agricultural sector are published by UNCTAD, which is reference source, under the title of “Agriculture, Hunting, Forestry and Fishery”. This situation was explained in World Investment Report 2009 prepared especially for the agricultural sector again by UNCTAD, as though hunting, forestry and fishery are not included in agriculture, because data distinction is difficult in many domestic statistical sources they have been used with the agriculture. In the report it is stated that agriculture states farming and breeding of food and non-food productions and besides livestock and plant production such as cereal, sapling, grape growing, seed growing, tea, coffee, cacao production, garden plants production, it contains also agricultural services such as harvest, pruning, struggle with insect, fruit picking and packing, operating of irrigation systems.

Sectoral distribution of FDI is published also in Turkey according to Statistical Classification of Economic Activities in the European Union (NACE Rev. 2) in harmony with UNCTAD (TC Central Bank, 2014).

In International Direct Investment Statistics published by the Ministry of Economy, investments made in agricultural sector and investments made in food sector are shown as “Food Productions, Beverage and Tobacco Manufacturing”, the former is under “Agriculture, Hunting, Forestry and Fishery” sector, and the latter is under manufacturing industry sector. By sub-sectors of those, it has not been given place to its statistics in the web site. In data of the International Direct Investment Data Bulletin (May-2014), foreign investments made to “Agriculture, Hunting, Forestry and Fishery” sector take part with annual investment amount from 2009 to 2013, with investments in January-March Period in the years of 2013 and 2014; and the largest actualizing seems in 2010 with 81 billion dollars. It seems that while in 2013 the sector, which has largest FDI was “Activities of Financial Intermediary Institutions” with 3, 7 billion dollars, in 2nd place Electricity, Gas and Water Sector took place with 2, 6 billion dollars, and with 2 billion dollars Manufacturing Industry took the 3rd place. Food sector is also in 3rd place under the manufacturing industry. It is seen that the largest investment in 2012 actualized in the food sector and it was the most investment-receiving sector among manufacturing industry sub-sectors (Table 3).

<table>
<thead>
<tr>
<th>Sectors</th>
<th>2009</th>
<th>2010</th>
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<th>2012</th>
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<th>January-March</th>
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<td></td>
<td>2013</td>
<td>2014</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agriculture, Hunting, Forestry and Fisheries</td>
<td>48</td>
<td>81</td>
<td>32</td>
<td>43</td>
<td>49</td>
<td>4</td>
</tr>
</tbody>
</table>
It is seen that there are in total 38,116 foreign-capital company in Turkey, 576 of these take place in “Agriculture, Hunting, Forestry and Fishery” sector, 537 of these take place in “Food Production, Beverage and Tobacco Manufacturing” sector (Table 4).

Table 4. Distributions of Number of Companies with International Capital by Sector - (2013 - 2014 / March)

<table>
<thead>
<tr>
<th>Sectors</th>
<th>January-March</th>
<th>1954-2014/March</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Hunting, Forestry and Fisheries</td>
<td>9</td>
<td>12</td>
<td>576</td>
</tr>
<tr>
<td>Mining and quarrying</td>
<td>5</td>
<td>1</td>
<td>672</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>77</td>
<td>65</td>
<td>5414</td>
</tr>
<tr>
<td>Food products, beverages and tobacco</td>
<td>6</td>
<td>0</td>
<td>537</td>
</tr>
<tr>
<td>Manufacturing of textiles</td>
<td>4</td>
<td>3</td>
<td>503</td>
</tr>
<tr>
<td>Manufacture of chemicals and chemical products</td>
<td>8</td>
<td>7</td>
<td>606</td>
</tr>
<tr>
<td>B.Y.S. Machinery and Equipment Manufacturing</td>
<td>5</td>
<td>9</td>
<td>461</td>
</tr>
<tr>
<td>Motor vehicles, trailers and semi-trailers Manufacturing</td>
<td>1</td>
<td>2</td>
<td>269</td>
</tr>
<tr>
<td>Other Manufacturing</td>
<td>53</td>
<td>44</td>
<td>3,038</td>
</tr>
<tr>
<td>Electricity, Gas and Water</td>
<td>35</td>
<td>37</td>
<td>1,001</td>
</tr>
<tr>
<td>Construction</td>
<td>81</td>
<td>69</td>
<td>3,470</td>
</tr>
</tbody>
</table>
According to 2013 January data of Ministry of Economy, General Directorate of Incentive Practices and Foreign Capital, when looking to provincial distribution of FDI made to sectors in question, it seems that there are 9 provinces received 50 million TL and beyond and the largest investment made in Istanbul by quite far relatively other provinces because of its capital amount and company number (Table 5).

When investments made to Agricultural and Food sectors ranged by their sub-sectors, it seems that the largest investment in terms of capital amount has been made to “Tobacco Production Manufacturing”, the sub-sector that received the lowest capital amount is “Wine Production”; in terms of company numbers, “Food Production” is in the largest, and “Sugar Production” is in the lowest (Table 6).

Table 5. In Agriculture and Food Industry, Distribution of FDI Capital by Size of Amount and province 1$=2.5 TL

<table>
<thead>
<tr>
<th>Cities</th>
<th>Number of Companies</th>
<th>Capital (TL)</th>
</tr>
</thead>
<tbody>
<tr>
<td>İstanbul</td>
<td>349</td>
<td>4,262,995,021</td>
</tr>
<tr>
<td>İzmir</td>
<td>108</td>
<td>488,296,818</td>
</tr>
<tr>
<td>Kocaeli</td>
<td>11</td>
<td>150,870,075</td>
</tr>
<tr>
<td>Bursa</td>
<td>25</td>
<td>123,074,175</td>
</tr>
<tr>
<td>Çankırı</td>
<td>1</td>
<td>105,000,000</td>
</tr>
<tr>
<td>Mersin</td>
<td>38</td>
<td>81,233,800</td>
</tr>
<tr>
<td>Antalya</td>
<td>110</td>
<td>70,127,475</td>
</tr>
<tr>
<td>Karaman</td>
<td>4</td>
<td>63,600,000</td>
</tr>
<tr>
<td>Manisa</td>
<td>8</td>
<td>57,315,400</td>
</tr>
</tbody>
</table>

Source: Ministry of Economic Affairs, General Directorate of Foreign Investment Promotion and Application data (January, 2013)

Table 6. FDI in Agriculture and Food Sector by Size of Capital Amount

<table>
<thead>
<tr>
<th>Sectors</th>
<th>Numbers of Company</th>
<th>Capital(TL)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco products manufacturing</td>
<td>23</td>
<td>1,559,958,623</td>
</tr>
<tr>
<td>Beer and malt manufacturing</td>
<td>4</td>
<td>1,000,856,586</td>
</tr>
<tr>
<td>Manufacture of non-alcoholic beverages</td>
<td>53</td>
<td>756,153,856</td>
</tr>
<tr>
<td>Food production</td>
<td>204</td>
<td>707,163,437</td>
</tr>
<tr>
<td>Cocoa, chocolate and sugar confectionery</td>
<td>23</td>
<td>675,565,550</td>
</tr>
<tr>
<td>Distillation of alcoholic beverages, purification and mixing;</td>
<td>22</td>
<td>422,476,551</td>
</tr>
</tbody>
</table>
Among making investment countries, it seems that the country that made investment with the largest capital amount is Holland with 2.2 million dollars, and in the second place England came with approximately 1.2 million dollars. It seems that Russia is the country that has the lowest investment amount with 10.6 thousand TL (Table 7).

Table 7. Investor Countries in Agricultural and Food Sectors According to Their Size of Capital Amount

<table>
<thead>
<tr>
<th>Countries</th>
<th>Number of Company</th>
<th>Capital (TL)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netherlands</td>
<td>105</td>
<td>2,243,028,647</td>
</tr>
<tr>
<td>England</td>
<td>44</td>
<td>1,195,609,661</td>
</tr>
<tr>
<td>Swiss</td>
<td>34</td>
<td>605,185,856</td>
</tr>
<tr>
<td>Ireland</td>
<td>5</td>
<td>411,558,051</td>
</tr>
<tr>
<td>France</td>
<td>44</td>
<td>411,037,094</td>
</tr>
<tr>
<td>Usa</td>
<td>48</td>
<td>321,515,218</td>
</tr>
<tr>
<td>Germany</td>
<td>145</td>
<td>213,898,256</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>9</td>
<td>174,981,503</td>
</tr>
<tr>
<td>Japan</td>
<td>7</td>
<td>137,910,240</td>
</tr>
<tr>
<td>Denmark</td>
<td>11</td>
<td>127,252,500</td>
</tr>
<tr>
<td>Spain</td>
<td>20</td>
<td>122,461,725</td>
</tr>
<tr>
<td>Saudi arabia</td>
<td>17</td>
<td>107,532,409</td>
</tr>
<tr>
<td>Israel</td>
<td>9</td>
<td>100,802,560</td>
</tr>
<tr>
<td>Republic of south korea</td>
<td>7</td>
<td>76,774,940</td>
</tr>
<tr>
<td>Greece</td>
<td>36</td>
<td>48,708,429</td>
</tr>
<tr>
<td>Malaysia</td>
<td>2</td>
<td>40,510,000</td>
</tr>
<tr>
<td>Iran</td>
<td>38</td>
<td>38,528,920</td>
</tr>
<tr>
<td>Italy</td>
<td>41</td>
<td>33,940,650</td>
</tr>
<tr>
<td>Bermuda</td>
<td>2</td>
<td>33,183,981</td>
</tr>
</tbody>
</table>
Bahrain 2 29,372,500
Canada 4 25,812,000
Portugal 1 14,000,000
Iraq 15 13,305,000
Azerbaijan 32 13,220,500
India 3 11,655,000
Russian federation 38 10,644,951

Source: Ministry of Economic Affairs, General Directorate of Foreign Investment Promotion and Application data (2013 / November)

At inflows of total FDI to Turkey, share of Holland, Austria, USA, Belgium, England, France, Luxembourg and Germany is 66% (International Direct Investment Report, Ministry of Economy, 2014 / May). The share of these countries in 2013 in Food and Agricultural sectors seems 68.5%. The highest share among these 8 countries is belong to Holland with 49.1%, England follows her with 26.2% share, France with 9%, USA with 7%, and 8.7% of share is belong to rest four countries, Austria, Belgium, Luxembourg and Germany. In terms of company number, it seems that companies in the most number belong to Germany and Holland takes the second place (Table 7).

4.3.2 The Situation of FDI at First Thousands Company in the Turkish Export

According to the “Top 1000 Exporter 2013” report of Turkey Exporters Assembly (TEA) in 2013 in Turkey’s export of 152 billion dollars in total with export total exceeding 90 billion dollars, the share of first thousand companies is 59.61%, and the share of first five hundreds is 50.17. In the report, where it is stated that any significant change in terms of industrial sectors did not happened in 2013, it is stated that in the agricultural sector that is remarkable in terms of its development, company exports which take part in the first thousand in 2007 increased from 5.3 billion dollars to 11.2 billion dollars in 2013.

It seems that in the given report the evaluation about foreign-capital companies is directed to profitability numbers. It is stated that while total profit in 2013 of 1000 companies of Turkey that make the largest export was 14.2 billion dollars, total profit in 2013 of foreign-capital companies take place in the top 1000 actualized as 5.1 billion dollars and according to these numbers, the ratio of total profits of foreign-capital companies take place in Export 1000 list to total profit of companies in the Export 1000 list is 36.3%; while the ratio of foreign-capital companies within the companies in the list whose capital structure was explained did not exceed to 20%, the share of 36.3% that foreigners received in profit numbers put forth that export operations in Turkey are profitable.

According to Sectors of Turkey Exporters Assembly (TEA), in the first thousand list while automotive industry takes the first place with 19.7 billion dollars, Cereals, Pulses, Oil Seeds and Products sector takes 6th place with 4.82 billion dollars export (Table 8)

Table 8. Exports ($), by Sector According to First Thousand Exporter Companies

<table>
<thead>
<tr>
<th>Sectors</th>
<th>Export (2013) ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive industry</td>
<td>19,733,485.630</td>
</tr>
<tr>
<td>Steel</td>
<td>11,129,788.696</td>
</tr>
<tr>
<td>Chemicals and articles</td>
<td>10,892,095.284</td>
</tr>
<tr>
<td>Clothing</td>
<td>10,004,212.683</td>
</tr>
<tr>
<td>Electrical and electronics, services</td>
<td>9,124,912.083</td>
</tr>
</tbody>
</table>
Table 9. At First Thousand Sub-Sectors of Agriculture and Agro-sectors

<table>
<thead>
<tr>
<th>Sub-sectors</th>
<th>Total Export ($USD)</th>
<th>Total number of companies (Unit)</th>
<th>Number of Foreign Capital Companies (Unit)</th>
<th>Total Exports of Foreign Capital ($USD)</th>
<th>Number of Companies of Unknown of Capital Structure (Unit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cereals, pulses, oilseeds</td>
<td>4,817,452,920</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Iron and non-ferrous metals</td>
<td>3,984,195,003</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Textiles and its materials</td>
<td>3,791,282,863</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mining products</td>
<td>2,477,426,928</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wood products and forest products</td>
<td>1,893,205,205</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cement, glass, ceramic and soil products</td>
<td>1,713,612,970</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Machinery and parts</td>
<td>1,667,662,304</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Air conditioning industry</td>
<td>1,577,351,616</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hazelnut and hazelnut products</td>
<td>1,513,427,570</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jewelry</td>
<td>1,461,113,648</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Defence and aviation industry</td>
<td>1,044,693,664</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carpet</td>
<td>954,150,441</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td>849,458,165</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seafood and animal products</td>
<td>838,273,150</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ship and yacht</td>
<td>728,039,094</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fresh fruit and vegetable</td>
<td>708,995,830</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dried fruits and products</td>
<td>678,770,591</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fruit and vegetable products</td>
<td>659,317,654</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leather and leather products</td>
<td>594,477,444</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ornamental plants and products</td>
<td>146,257,327</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Olive and olive oil</td>
<td>141,936,237</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>92,810,595,013</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: “Top 1000 Exporter 2013” report of Turkey Exporters Assembly (TEA)
<table>
<thead>
<tr>
<th>Product Category</th>
<th>Value (in USD)</th>
<th>Country Count</th>
<th>Investment Count</th>
<th>Transformation Count</th>
<th>Total Investment (in USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hazelnut and hazelnut products</td>
<td>1,513,427,570</td>
<td>17</td>
<td>2</td>
<td>195,110,576</td>
<td>3</td>
</tr>
<tr>
<td>Cereals, pulses, oilseeds</td>
<td>4,817,452,920</td>
<td>82</td>
<td>7</td>
<td>273,360,154</td>
<td>7</td>
</tr>
<tr>
<td>Dried fruits and products</td>
<td>678,770,591</td>
<td>14</td>
<td>1</td>
<td>37,772,227</td>
<td>-</td>
</tr>
<tr>
<td>Fruit and vegetable products</td>
<td>659,317,654</td>
<td>9</td>
<td>2</td>
<td>71,397,105</td>
<td>2</td>
</tr>
<tr>
<td>Seafood and animal products</td>
<td>838,273,150</td>
<td>21</td>
<td>1</td>
<td>80,493,100</td>
<td>1</td>
</tr>
<tr>
<td>Tobacco</td>
<td>849,458,165</td>
<td>9</td>
<td>4</td>
<td>522,905,583</td>
<td>3</td>
</tr>
<tr>
<td>Fresh fruit and vegetable</td>
<td>708,995,830</td>
<td>18</td>
<td>2</td>
<td>53,303,582</td>
<td>2</td>
</tr>
<tr>
<td>Olive and olive oil</td>
<td>141,936,237</td>
<td>5</td>
<td>1</td>
<td>33,740,944</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>10,207,632,120</strong></td>
<td><strong>175</strong></td>
<td><strong>20</strong></td>
<td><strong>1,268,083,274</strong></td>
<td><strong>18</strong></td>
</tr>
</tbody>
</table>

5. DISCUSSION

When looking to investor countries in Foreign Direct Investment in agricultural and food sectors, it seems that the same countries made investments also in these sectors in close proportion with the investor countries in other sectors. This situation makes us think that countries which get used to the Turkey's business environment and knows Turkey well tended towards investing in also these sectors in Turkey. With direction of other subjects and advantages set forth in the study, in order to evaluate the potential of Turkey by increasing researches on this subject, measures can be taken to increase investments that will provide two-way benefit.

6. CONCLUSION

In this study, FDI in agriculture and food sectors in Turkey has been tried to seen and examined as Turkey's place among the world, the investor countries by subsectors, capital amounts and those foreign companies' place among the first exporters in Turkey. Moreover the advantages of Turkey in this area have also been tried to state in the paper. When the importance of the FDI which is one of compete issue in the world and the progressive strategic importance of agriculture and food industry thought to be together it can also be seen that turning to the advantage of the potential wealth is of great importance in this area. Therefore, the researches in this area should be increased.
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International Investment Position (in April 2014 Benchmark), Central Bank of the Republic of Turkey, Website: www.tcmb.gov.tr, Access Date: 20/04/2014


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The Ministry of Economy and Foreign Capital General Directorate of Incentives and Implementation data (November, 2013).

Organizational Diagnosis of Commercialization in Sheikh Bahaei Science & Technology Park

Sona Fatahi Tariki¹, Dr. Parastoo Mohammadi ²

ABSTRACT: This article intends to assess organizational factors that affected in commercialization by use of Weisbord's Organizational Diagnosis Model in the Sheikh Bahaei Science and Technology Park. Model’s factors include: goals, leadership, compensation, mechanisms of coordination, communication and organizational structure were assessed by a survey in groups of the managers of the park, the commercialization experts in the park and the director or executive chief of companies established in the park. The result indicates the highest scores in goals and leadership factors, compared with other factors of the model. The results also denote the lowest score in the mechanisms of coordination and communication for the studied park.

KEYWORDS: Commercialization, Science and Technology Park, Weisbord's Organizational Diagnosis Model.

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1. INTRODUCTION

According to 1404 Iran’s visions, economics of Iran should become knowledge based economy foundations. That will be the first in the region for upgrading the level of per capita income and full employment. Affordable supports for knowledge based companies provides in the incubators to convert their ideas to actual products. Many of the ideas of innovators will be converted to prototype, but a very small percentage of the samples find the possibility of commercialization. Commercialization is not an indicator of success or failure in the science parks. But the science and technology parks aspire to commercialize the products of companies. In addition to the spirit of individuals, financial motivation will be more when commercialization is successful, also they will provide new ideas. The science and technology parks and incubators provide enough supports to grow new companies. In IRAN, it seems that the science and technology parks and incubators just absorb ever greater numbers of newborn companies and accommodation and training. Therefore, the question is that how the commercialization of products is excluded that is important and difficult purposes of companies? The science and technology parks have established for more than four decades in the world and over a decade in Iran. But it seems that it is not going to be the best of this potential (solymani, 2012).

According to the Reamer et al. (2003) Commercialization is the process of transforming new technologies into commercially successful products. The commercialization process includes such efforts as market assessment, product design, manufacturing engineering, management of intellectual property rights, marketing strategy development, raising capital, and worker training. Typically, commercialization is a costly, lengthy process with a highly uncertain outcome. The costs of commercialization can run from 10 to 100 times the costs of development and demonstration of a new technology. In the world, less than five per cent of new technologies are successfully commercialized. Even when they are successful, technology commercialization does not happen quickly. According to the Chen (2009) role of technology commercialization is as a mediator between organizational resources, innovative capabilities, and new venture capital.

This article has tried to identify organizational strengths and weaknesses of the sheikh Bahaei Park in the commercialization of knowledge based companies’ products.

2. LITERATURE REVIEW

The evaluations of science and technology parks in the past show success factors; According to Motameni et al. (2012) the success ratio is not the same in different parks and units total manpower employed successfully linked units and establishment period of the company in the park also has a significant relationship with success rate. He explores the seven key factors for success of parks such as: Physical infrastructure, human resources, management, marketing, universities and industries, technology, Venture Capital. Herbig and Golden (1993)’s research show the parks should be close enough to an urban center to allow easy access to the center but far enough away to avoid the congestion. Their accessibility to the center improved by the national highway system, having a major airport, and by working to strengthen their attraction to all kinds of business services. Availability of infrastructure is a necessary but not sufficient itself for innovation to occur. Availability of low-cost facilities is a necessity for new venture capital. Koh et al. (2005) investigated that neighborhood of the private sector with the park has an important role in advancement of progress of the park. According to Phan et al. (2005) there is no systematic framework to understand the purpose of science parks and incubators and the parks should note the dynamic nature of knowledge based company. There is a lack of clarity of science parks and incubators purposes. Salami (2010) explains that the manager’s performances are important success factors in the parks. Available studies (Ferguson and lofsten, 2004, salami, 2010) provide the management and business training to the residents of the park as the main factor of success parks. Salami (2010) suggests the logical relationship between the activities of residents of the
park and the faculty members and graduate students, the University is an area that can cause synergy of activities and increase the efficiency of parks. Topology of the park should respond to the development of equipment for the residents. Planning and management of parks are a specialized task and there is no doubt, lack of expert managers will be an obstacle for the success of the parks. The 28 factors arranged under four following viewpoints: Management, Support, Cultural and Social. Bahari et al. (2012) find four important key factors in the success of parks such as: supporting operating of knowledge based companies, human resource, related infrastructures, development factors and development of technology centers. Amir Ahmadi (1985) investigates in a case study of UK science and technology parks since 1985 up to the 1993; one of the key success factors is diversity in the form of parks. Moreover, Parks should collaborate very closely with universities and industries. Technologies should transform from the parks to industries and venture capital should facilitate financial supports. The last factor is the need to pay more attention to the purposes of the parks.

In accordance with what is stated in the introduction and review of evaluation in the science and technology parks, there is a lack of attention to commercialize the products of companies. In this research, choosing commercialization for indicators of the science park's success is our favorite.

2.1. Study of Commercialization in Knowledgebase Companies

According to Tohil (2009) the effective factors in the success of commercialization are having an innovation team, flexible team, having the proper interaction between the members and focus on the goal “being profitable in the commercialization”. Also four key factors are important in commercialization of ideas such as: team working, planning, clarity and perseverance. Giuri et al. (2008) finding the project leaders have an important role in arriving success. This research finds that project leaders possess diversified skills which are needed to provide participants, motivate contributors, and coordinate their efforts. According to Löfsten and Lindelöf (2003) the self-financing is the dominant characteristic of funding in the small-firms sector. In terms of the Chou and Lee (2013) the main contribution is to identify the list of criteria and factors for assessing the commercialization opportunity for new technology product: market potential, customer needs, profitability, and market competition factors seem to have distinctively higher importance, indicating that they are the key factors for commercializing technology for new products. This result provides evidence that new technology-based product development should be targeted at the right market opportunity. Including Amir Ahmadi (1996) one of the successful development factors in the Parks exists a culture of innovation in the Park. Salami (2006) finds clear criteria, control of activities, and the relationship between the parks and the University and the professional full-time management are as vital factors in parks. According to Koh et al. (2005) the main growth mechanisms are government-led infrastructure provision and be ever updating through the creation of new businesses.

How do we think the necessity of the commercialization of science and technology parks? According to the patterns of development of 250 high technology firms in the San Francisco during 2 years showed that 36.8% of these firms had discontinued, 30.8% were surviving and independent and a remarkably high 32.4% had been acquired. This happened in between 4-7 years after the birth. The highest percentage of these companies in the commercialization level failed. Hence it is better to first turn on the concept of commercialization (Bruno and Cooper, 1982). Tabatabaeian (2007) “describes jolly’s model” five of these constitute the key sub process involved in bringing new technologies to market:

1- Imagining a techno market insight
2- Incubating the technology to define its commercializability.
3- Demonstrating contextually in products and/or processes.
4- Promoting the latter’s adoption
5- Sustaining commercialization

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Fakour (2005) says the commercialization process includes components; the beginning is investment in research and development, practical implementation of research and development, the decision in intellectual asset management, making a prototype and finally the market leading to the successful introduction of a product or service. Azimi (2010) explores "The commercialization brings the idea to the market that is consuming money and taking long term and the output of that does have high incertitude". The average cost of product commercialization is 10 to 100 times more than the cost of the design and development (R&D) about new assistive and the possibility of success is very small too. The commercialization of university research takes over six years.

The incubators and parks play an important role in training and maintenance of newly established companies. But they don’t enough support in commercialization fields. In this research, with a focus on one of science and technology parks in Iran and use the weisbords’ diagnostic model. We want to evaluate effective organization factors in commercialization. Organizational diagnosis has two main purposes: one is the evaluation of organizational disfunctionalities and the other is the evaluation of the current state of the organization.

3. A DIAGNOSTIC MODEL: WEISBORD’S SIX BOX MODEL

We decided to concentrate our empirical study on the Weisbord’s model because it is the most widely used model, especially in practice, but also in empirical studies mostly because its lack of complexity. This model was developed in 1976, by the American analyst Marvin Weisbord to assess the functioning of an organization. This model is based on six different variables (purpose, structure, relationships, leadership, rewards and mechanisms) which have a relation of interdependence; the central position of the model (Figure 1) is occupied by the leadership variable. The goals of the organization are represented by their mission and objectives. Weisbord (1976) considers the structure as the way a firm is organized. The way people and units interact are called by the author "relationships". Also included in the category of relations is the way people interact with technology at work. The rewards, according to Weisbord, are those intrinsic and extrinsic rewards that people associate with their work. The variable leadership refers to the leadership tasks, including the balance between the other variables. The mechanisms refer to those procedures such as planning, control, information systems used to achieve organizational objectives. In Weisbobd’s model the external environment is present, but it is not considered a separate variable in organizational diagnosis. The variable leadership which purpose is to coordinate the remaining five variables occupies a central place in this model. For the purpose dimension, the two important elements are goal clarity (the extent to which organization members are clear about the organization’s purpose and mission) and goal agreement (whether people support the organization’s purpose) for the structural dimension, the primary question is whether there is an adequate fit between purpose and the internal structure that is supposed to serve that purpose. The relationship dimension investigates relation between individuals or departments that perform different tasks, and between people and the nature and requirements of their jobs. The reward dimension measures the employees’ level of satisfaction with the rewards (the compensation package, incentive systems and the like) offered by the organization. The helpful mechanism dimension refers to all processes that every organization should attend in order to survive: planning, control, budgeting and other information systems that meet organizational objectives. Leadership, the core of this model, is essential for organizational success and is used to maintain and support other components in the model. According to internal variables of the Weisbords’s model, some questions were prepared such as how the organization is is and how it should be. These questions were based on organizational development plan (Lok and Crawford, 1999; Gavrea, 2011).
3.1. Case Study

A case study of this research is a successful science park in IRAN that chose by visiting the site and phone call to the owner of the Park and the familiar people with the incubators, parks and science town. Sheikh Bahaei Science & Technology Park was established in a 36.5 hectare land, located in the west of Isfahan University of Technology. The enough field work and the necessary infrastructures are preparing In Sheikh Bahaei Park; The Park supports the new companies' activities and their development and promoting. This Park absorbs new technologies. The Park attracts foreign investment and technical man, strengthening supportive structures for knowledge-based companies, establishing relations with other research, industrial and economic sectors, Cooperation for increasing the competition among companies in the national and international levels. Sheikh Bahaei science and technology parkland has capacity for 150 different companies. Science and Technology Park with the legal benefits of enjoying free zones have special facilities for the establishment of new born companies.

4. INSTRUMENT AND DATA COLLECTION

The organizational diagnosis instrument used in this study was preziosi’s (1980). Organization Diagnostic Questionnaire (ODQ) is the extension of an earlier used by Weisbord (1976). Our instrument has 24 items measuring the six dimensions contained in the model. This questionnaire rated on a likert scale ranging from agreeing strongly (5) to disagree strongly (1). The questionnaire used in this study has included items to gather information from manager of technology parks and staff of the commercialization department of technology parks and manager of the new born company established in the Sheikh Bahaei Park. All staff in the park was invited to participate in the questionnaire survey and was chosen companies that started the commercialization process in their company. In total 34 of 36 collected questionnaires were used.

5. RESULTS

Cronbach alphas implemented in the SPSS factor analysis procedure reliability estimate software and Cronbach alphas were calculated for each of the Weisbord’s model’s factors then the mean rating for each item were reported. Cronbach Alphas must be near to 1. ($0 < r_{a} < 1$)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose</td>
<td>0.691</td>
</tr>
<tr>
<td>Structure</td>
<td>0.764</td>
</tr>
</tbody>
</table>

(Source: Weisbord, 1976: 441)
That shows the reliability of the questionnaire. Table 2 shows the result of evaluation of organization factor in Sheikh Bahaei Technology Park. Managers and Commercialization Department’s Staff of park and Managers of established companies in park expressed the opinion. Results show managers of established companies in park answered in low rate to all factors.

Table 2. The result of evaluation categorizes with the responsibility of attending

<table>
<thead>
<tr>
<th>Factor</th>
<th>Std. Deviation</th>
<th>SH.B.T.P. Manager</th>
<th>SH.B.T.P. Commercialization D. Staff</th>
<th>SH.B.T.P Manager of Established Co.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>8</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>0.92</td>
<td>0.78</td>
<td>0.73</td>
</tr>
<tr>
<td></td>
<td>Std. Deviation</td>
<td>0.08</td>
<td>0.78</td>
<td>0.73</td>
</tr>
<tr>
<td>Structure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>8</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>0.74</td>
<td>0.67</td>
<td>0.6</td>
</tr>
<tr>
<td></td>
<td>Std. Deviation</td>
<td>0.16</td>
<td>0.22</td>
<td>0.18</td>
</tr>
<tr>
<td>Relationships</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>8</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>0.77</td>
<td>0.78</td>
<td>0.61</td>
</tr>
<tr>
<td></td>
<td>Std. Deviation</td>
<td>0.15</td>
<td>0.15</td>
<td>0.17</td>
</tr>
<tr>
<td>Rewards</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>8</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>0.84</td>
<td>0.7</td>
<td>0.59</td>
</tr>
<tr>
<td></td>
<td>Std. Deviation</td>
<td>0.1</td>
<td>0.16</td>
<td>0.16</td>
</tr>
<tr>
<td>Mechanisms</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>8</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>0.61</td>
<td>0.59</td>
<td>0.51</td>
</tr>
<tr>
<td></td>
<td>Std. Deviation</td>
<td>0.14</td>
<td>0.59</td>
<td>0.51</td>
</tr>
<tr>
<td>Leadership</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>8</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>0.83</td>
<td>0.84</td>
<td>0.67</td>
</tr>
<tr>
<td></td>
<td>Std. Deviation</td>
<td>0.11</td>
<td>0.13</td>
<td>0.19</td>
</tr>
</tbody>
</table>

Radar diagram (figure2) shows the results of table 2. We can see Manager of park expressed the opinion in high rank each 3 factors (Purpose, Structure and Reward) more than another factor. For three factors; Mechanism, Relationship and Leadership, the answers of Park Managers was the same as Commercialization Department’s staff.
Table 3 show the ranking of weibord’s model factors that we can see purpose is the first and Mechanism is the last factor.

Table 3. Ranking 6 factors

<table>
<thead>
<tr>
<th>Factor</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose</td>
<td>34</td>
<td>0.79</td>
<td>0.14</td>
<td>1</td>
</tr>
<tr>
<td>Structure</td>
<td>34</td>
<td>0.67</td>
<td>0.2</td>
<td>5</td>
</tr>
<tr>
<td>Relationships</td>
<td>34</td>
<td>0.71</td>
<td>0.18</td>
<td>3</td>
</tr>
<tr>
<td>Rewards</td>
<td>34</td>
<td>0.69</td>
<td>0.18</td>
<td>4</td>
</tr>
<tr>
<td>Mechanisms</td>
<td>34</td>
<td>0.57</td>
<td>0.2</td>
<td>6</td>
</tr>
<tr>
<td>Leadership</td>
<td>34</td>
<td>0.77</td>
<td>0.17</td>
<td>2</td>
</tr>
</tbody>
</table>

And we show the result of table 3 in the radar diagram (figure 3); the results are from 0.6 up to 0.8 and less than 1.

Figure 3. Mean Dia
The Organization’s factors are categorized in table 4. We can find that the Purpose and the Leadership are the top rankings.

Table 4. Categorise factors.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Std. Deviation</th>
<th>rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose</td>
<td>Unsuitable</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Acceptable</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Suitable</td>
<td>29</td>
</tr>
<tr>
<td>Structure</td>
<td>Unsuitable</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Acceptable</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Suitable</td>
<td>18</td>
</tr>
<tr>
<td>Relationships</td>
<td>Unsuitable</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Acceptable</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>Suitable</td>
<td>20</td>
</tr>
<tr>
<td>Rewards</td>
<td>Unsuitable</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Acceptable</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Suitable</td>
<td>19</td>
</tr>
<tr>
<td>Mechanisms</td>
<td>Unsuitable</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Acceptable</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Suitable</td>
<td>13</td>
</tr>
<tr>
<td>Leadership</td>
<td>Unsuitable</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Acceptable</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Suitable</td>
<td>27</td>
</tr>
</tbody>
</table>

Unsuitable 0 till 0.33 acceptable 0.33 till 0.66 suitable 0.66 till 1

6. CONCLUSIONS

This paper using Weisbords diagnostic model to evaluate organizations factors that affect commercialization in the Sheikh Bahaei Park. The model is based on six different variables; Purpose, Structure, Relationship, Leadership, Rewards and Mechanisms. The organizational diagnosis instrument used in this study was Preziosi’s (1980) ODQ which is the extension of an earlier used by Weisbord (1976). The questionnaire used in this study has included items to gather information from manager of technology parks and Commercialization Department’s staff of Technology Park and manager of new born company establishes in the Sheikh Bahaei Park. All staff in the park was invited to participate in the questionnaire survey and companies that started commercialization process in their company were chosen. The purpose and the leadership have the highest rankings between above six factors which denote to importance of these factors in commercialization in the attendee’s opinion. On the other hand the Mechanism factor has the lowest ranking which shows unclear effect on commercialization process. To upgrade the Mechanism in the commercialization process, it is better to make database and using IT and ICT systems and to facilitate sharing information network. Technical persons will be recruited for the commercialization department of the science park. Using the decentralized structure in the park, moreover the marketing and selling department and servicing department establish in the park. Reward and Motivation factor help to absorb venture capital and intelligently in the park. It will help more to dynamic and success of the park.

7. ACKNOWLEDGEMENTS

The authors are grateful to the Isfahan science and technology town managers and all the staff and MS Neda hematipour for their support to get this paper.
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Analysis of the Impact of Ethnocentric and Resistive Economy on Sustainable Competitive Advantage (Case Study: Automotive Parts Manufacturing Companies)

Dr. Hossein Rezaei Dolatabadi¹, Atefeh Shiravi Khozan²

ABSTRACT: The present study aims to help market manufacturers through studying the effect of Ethnocentric and resistive economy on sustainable competitive advantage. Taking a look at the environment surrounding us we easily find out that today’s business world is quite different from how it used to be and companies need to gain sustainable competitive advantage to survive. Sustainable competitive advantage is a factor that guarantees the company’s profitability for some years. In fact the study’s main concern is to investigate whether or not Ethnocentric and resistive economy influence the formation of sustainable competitive advantage. The study is applicative in terms of the objective, descriptive in terms of the data collection, correlative and specifically based on structural equation model. The questionnaire was designed based on extant literature and its validity was confirmed by university experts. The population was made up of auto parts manufacturing companies’ managers and data analysis was done by SPSS 22 and Smart PLS 2.0. The research findings show the significant positive effect of Ethnocentric and resistive economy on sustainable competitive advantage.

KEYWORDS: Ethnocentric, Resistive economy, sustainable competitive advantage, Automotive parts manufacturing companies.

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1. INTRODUCTION

Today, due to factors like products development, globalization and communication advances many companies are competing to gain sustainable competitive advantage and increased market share. Companies active in the competitive markets are in a quite unpredictable environment due to the influence of various factors, like economic, political and social factors, on the market. Thus they must try to gain sustainable competitive advantage to find a place in the market (Paswan et al, 2012). Jacobs and Porter (1991) define sustainable competitive advantage as an advantage that lasts relatively long. Sustainable competitive advantage is defined as a better market situation that either causes higher values for the customers or has access to relatively low costs (Anna, 2002) and consequently dominates the market share and better financial performance (Virowadana et al, 2004; Dehghan, 2011). Iran’s economic situation is presently at a most critical point. In sustainable competitive advantage situation we must try to reach economic growth. Universal success will lead to resistance. This means spreading justice through people’s participation in resistive economy. This participation, like many other social affairs, requires a condition: Ethnocentric. Ethnocentric is a socio-legal concept that was first introduced by Samner in 1906. Ethnocentric refers to each individual’s beliefs, standards and behavioral codes and also people’s tendency to identify themselves as higher than others (Mortazavi et al, 2010). Nowadays the concepts of Ethnocentric and resistive economy are among those that have been studied and discussed due to the present situation of the country. Generally, the Islamic Revolution must produce science and new theories and any country that stands against oppression needs such models. One of these concepts is resistive economy. This research investigates the effect of national pride factor and resistive economy on sustainable competitive advantage since there are theoretic voids in the literature. The results can help company and organization managers in competitive or entrepreneur markets who aim to enter market so that they can design and manufacture their product to bring along the highest profit possible. In fact this research aims to develop knowledge of relationships between Ethnocentric and resistive economy and sustainable competitive advantage to help managers make the right decisions. This research will simultaneously focus on studying the positive and significant effect of Ethnocentric and resistive economy on sustainable competitive advantage in auto parts manufacturing companies.

2. LITERATURE REVIEW

Sustainable competitive advantage was first talked in 1985 by Porter (Halt et al, 2004). Barney (1991) presented the closest definition as: a business has sustainable competitive advantage when it applies a value creation strategy asynchronously with the potential and present rivals in a way that other businesses would not be able to copy the advantages of this strategy. Foreign Researches have studied different factors affecting sustainable competitive advantage and their relationship and also building models of variables’ relationships. Research shows various factors, e.g. organizational innovation (Lee et al, 2010; Verwadana, 2003 & 2004; Nido 2010), marketability (Verwadana, 2003), market learnability (Verwadana, 2003 & 2004), relationship-based learning (Chen, 2009), market orientation (Jakalo et al, 2010), core competencies (Baji et al, 2004), etc. significantly affect sustainable competitive advantage (Dehghan, 2011). In Dehghani’s article the role of innovation and market capabilities on sustainable competitive advantage is studied and seen to have a significant effect. Here we study the effect of both Ethnocentric and resistive economy on sustainable competitive advantage. The research in Iran shows the effect of resistive economy on sustainable competitive advantage is positive and significant and confirms the effect of resistive economy on sustainable competitive advantage hypothesis (Shiravi and Rezaei, 2014). On the other hand, the customer behaviour in different societies shapes differently. The importance of each factor differs from culture to culture (Babaei, 2009). If the customer can choose between products made inside or outside the country, factors like the place of production, patriotism feelings, etc. affect the final decision.
Obviously in all countries there is the tendency of being independent and helping the economy (Mortazavi et al, 2010). Mortazavi et al (2010) studied the effect of Ethnocentric on buying imported products and found a significant relationship. But effect of Ethnocentric on sustainable competitive advantage is not directly examined.

3. THE FOUNDATIONS OF THEORETICAL AND EXPERIMENTAL

3.1. Sustainable Competitive Advantage

Competitive advantage is the result of a dynamic and permanent process which is derived from the organization’s sources according to the internal and external situation of the organization. The correct use of these sources bring along capabilities and competitive advantage for the organization. Companies have always tried to gain sustainable competitive advantage. The key to success is sustainable competitive advantage strategy. Sustainable competitive advantage is process that meets the current competitive needs of the organization along with enabling it for fulfilling future competitive needs. Such a process is dynamic in nature and includes the following main foundations: accepting the fact that no organization’s sources and capabilities are not unlimited, sustainable competitive advantage is innately protective in a way that one of the main requirements is careful and thoughtful management of organization’s potential and present sources. Sustainable competitive advantage requires adaption to organization’s market competitive requirements and must be designed and applied based on these needs. Sustainable competitive advantage must be based on a strategic and future-oriented look so that going beyond the current source and capabilities management, the focus would be on long-term development of sources and capabilities and gaining sustainable competitive advantage. Sustainable competitive advantage in engineering standards enterprises and organizations which relies a lot on cognition, development and appropriate exploitation of strategic sources uses modern methods (Mehri Ali, 2004). Such an advantage must enjoy sustainability, uniqueness and the importance of factors. According to the source-based perspective, sustainable competitive advantage is the foundation of company’s core competencies savings. These competencies which are being valuable, rare, un-imitative, and no replacement are the bases of sustainable competitive advantage. So a company gains sustainable competitive advantage when it can adopt a unique strategy so that other organizations face a remarkable obstacle for using this strategy. Research shows various factors such as organizational innovation, market learnability, being entrepreneur, marketability, etc. affect sustainable competitive advantage (Dehghan, 2011). In this research we have considered sustainable competitive advantage based on VRIO with the four characteristics of value, uniqueness, being imitation-able, and the organization’s support for and use of that source.

3.2. Resistive Economy

Resistive economy is making the national economy resistant to potential and present impacts and disorders (internal and external) in the way of development and reaching the goals with resilience, long-term, functional and extrovert perspective (meeting of managers of Ministry of Cooperation, 2012). The factor to keep the country safe against the present sanction and future turbulences is generating the spirit of national self-esteem and self-confidence. The importance of national self-esteem lies in the fact that reaching goals in social groups like nations is impossible unless there’s national self-esteem and unanimous will. Governments can use self-esteem and self-confidence as a tool for encouraging the society to move toward goals (Hamze Khastar, 2012). Resistive economy is a country’s economic solution for dealing with special situations that focuses on manufacturing and distribution of certain products and investing reducing dependence on other countries – specifically the enemies – in critical situations. The goal is to be able to produce the life essentials for people in case they couldn’t get them from other countries. Meeting people’s main needs is to stand against the enemies who try to restrict many of the products that country needs (HasanAghaz, 2011).
3.3. Ethnocentric
Sharma and Shimp (1987) showed in their study that tendencies driven from Ethnocentric have a negative and significant relationship with the attitude about foreign products. The customer’s social pride factor shows that feelings driven from it affect the attitude toward the products and the purchase decision and means that people with Ethnocentric believe the national products are of a higher quality compared to the foreign ones. Also the two researchers found in 1995 that the customers with Ethnocentric might even categorize other countries based on their similarities or differences with their own country as insiders and outsiders and thus they prefer their own national products to those of the outsiders (Hamin and Ilot, 2006). The level of customer’s Ethnocentric differs from culture to culture and country to country and this is in accordance with categorizing countries as insiders and outsiders (Watson, 1999). Research shows that the customer’s preference from evaluating their own county’s products and identifying it as better than other countries’ products, and also the relative similarity of the source and consumer countries, creates better conceptions from cultural aspects for that country’s products. So, research on Ethnocentric can be a good step in better understanding people’s way of comparing national and foreign products and evaluate their judgment based on Ethnocentric (Martin et al, 2000; Mortazavi et al, 2010).

4. Conceptual Model
Conceptual Model Research According to studies in this field, is designed and indicates the relationship between Ethnocentric, Resistive economy, sustainable competitive advantage

![Conceptual Model](image)

5. Research Methodology
Research ahead of the target application and the process of data collection, descriptive and correlational and typically is based on structural equation modelling.

The population of the automotive parts manufacturing company participating in the exhibition have formed in May 2014. To collect the data, to test hypotheses and a theoretical model of the questionnaire using a five point Likert scoring range is used. Due to time limitations, the study sample was selected randomly from among automotive parts manufacturing companies. In order to gather data to test hypotheses and theoretical models of questionnaire, 44 questions were used. The used questionnaire consists of 2 parts: the first part of the demographic questions such as gender, age, education, and experience in the company. The second part includes the main research questions.

After translating questions, to examine the content validity of the questionnaire, the opinions of university and industry experts about the number of questions, the wording of questions, transposition of questions and response options range were used. Cronbach's alpha coefficient
was used to evaluate the reliability of questionnaire and the values obtained for all forms are higher than of acceptable value.

6. Findings

After collecting the data, partial least squares method or structural equation modelling based on variance (PLS) was selected to test the conceptual model and hypotheses. Partial least squares method (PLS) test research model has two stages. The first phase is external model and the second stage is study of the internal model. Test of the reliability and validity and external research tools is included. To evaluate the reliability of structural composite reliability indices, the average variance extracted and used loadings (Fornl and Larkr, 1981). Condition for establishing the reliability of the structure is that the amount of composite reliability (CR) values is greater than 0.7 and the average variance extracted (AVE) is greater than 0.5 (Fornl and Larkr, 1981). The average variance of extracted (AVE) model variables were greater than 0.5, indicating the acceptability of the research. A combination of factors impacted the reliability of the ethnocentric variable obtained 0/84, Resistive economy obtained 0/83 and Sustainable competitive advantage obtained 0/84. Two types of validity were examined, convergent and divergent validity. The condition for the establishment of convergent validity is the composite reliability values for each structure is greater than the average variance extracted (CR> AVE).

For divergent validity the method of Fornl and Larkr was presented (davari and Reza Zadeh, 2014). The divergent validity of this study is acceptable. The internal model includes the coefficient of determination which is R2 and Q2 index. A necessary criterion for assessing the structural model coefficient of determination R2 is dependent latent variable. For China (1998) R2 amounts were to 0/19, 0/33, and 0/67 respectively weak, medium and striking has described. The value for sustainable competitive advantage is obtained 0/31.

For evaluation of the adequacy prediction model between the dependent variable can be used Q2 Index. Positive predictive values of these indices are appropriate enough. Q2 values of endogenous variables depend on the Sustainable competitive advantage of is Obtained 0.16 and it is positive and represents adequacy prediction model is appropriate.

Amato, Vynzy and Tnn House argue that the PLS GOF index can serve as indicators of overall fit of the model to assess the validity or quality of the PLS model generally used. (Momeni & et all 2011) This index is between zero and one to values close to a good quality indicator model. Vetzles for three values of 0.01, 0.25 and 0.36, respectively, as the amount of weak, medium and strong for GOF have introduced (Davari And Reza Zadeh, 2014, p. 98). GOF value calculated for the study to 0.39, indicating a good fit of the model (O'Cass & Weerawardena, 2010).

<table>
<thead>
<tr>
<th>Ethnocentric</th>
<th>AVE</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resistive economy</td>
<td>0.83</td>
<td>0.782334</td>
</tr>
<tr>
<td>Sustainable competitive advantage</td>
<td>0.84</td>
<td>0.750403</td>
</tr>
</tbody>
</table>

Table 1: results of the external model

6.1. Results

To investigate the hypothesis, the structural equation modelling was used to investigate the structural relationship between the variables. In software PLS two outputs have been obtained, the first output indicates approval or disapproval of the conceptual model and the second output shows the final path analysis model. Model output shows that meaningful path coefficient between ethnocentric variable and sustainable competitive advantage are 4.081; it is more than
1/96. This indicates, the significance of the impact of Ethnocentric on the sustainable competitive advantage is 95%. Analysing output of model shows Standardized path coefficient between the ethnocentric variables and sustainable competitive advantage is 0.37. This means that the Ethnocentric determined sustainable competitive advantage Variations in the amount of 37%.

The second hypothesis suggests that the model output that meaningful path coefficient between Resistive economy variable and sustainable competitive advantage is 2.833, it is more than 1/96. This indicates the significance of the impact of Resistive economy on the purchase of Iranian brand is 95%. Analysing output of model shows Standardized path coefficient between the Resistive economy variables and sustainable competitive advantage is 0.27. This means that the Resistive economy determined sustainable competitive advantage Variations in the amount of 27%.

7. DISCUSSION AND CONCLUSION

The aim of this research was to study the effect of Ethnocentric and resistive economy on sustainable competitive advantage. As it was mentioned in the literature, many factors in foreign and domestic researches affect the existence of sustainable competitive advantage. But the factors that were evaluated here were Ethnocentric and resistive economy. Ethnocentric refers to an individual’s beliefs, standards and behavioural codes and also people’s tendency to identify themselves as higher than others (Mortazavi et al, 2010). The effect of Ethnocentric has not been studied so far but since sustainable competitive advantage is a long-term and economic growth or sustainable competitive advantage requires using all the sources and facilities, and in developing countries like Iran gaining this advantage requires national will, and also according to the research findings increased Ethnocentric, leads to increased sustainable competitive advantage.

Resistive economy is making the national economy resistant to potential and present impacts and disorders (internal and external) in the way of development and reaching the goals with resilience, long-term, functional and extrovert perspective (meeting of managers of Ministry of Cooperation, 2012). Sustainable competitive advantage is also a long-term advantage investigated by Shiravi and Rezaei’s (2014) and the effect of resistive economy on sustainable competitive advantage has been a positive and significant one. The results of statistical analysis in this research also show a positive and significant effect. So the findings of this research confirm those of previous researches. It can be concluded that Ethnocentric and resistive economy do affect sustainable competitive advantage and can lead the country toward success. Gaining such an advantage in industry requires people, managers and authorities’ effort. It is suggested for managers to take this matter into consideration when making important decisions, so that the decisions would improve the company’s operation and benefit.

8. PRACTICAL SUGGESTIONS

The aim of this research was study on the role the Ethnocentric and Resistive economy on sustainable competitive advantage. The results achieved show that the Ethnocentric and Resistive economy on sustainable competitive advantage are positive effects. Sustainable competitive advantage issue is not one-dimensional and covers various aspects. The present study examined the effects of both the Ethnocentric and Resistive economy on which we offer the following suggestions.

To improve the conditions of industry first there is a need if supports from the government to be able to produce the best goods with appropriate price that is able to compete with foreign goods and on the other side a sense of patriotism and self-reliance must be increased in people. In this regard we need the government's support.

1. Extensive cultural propaganda like all through the TV channels with the aim of showing characteristics of products.
2. Social culture through effective community reference groups, such as religious scholars, university professors, athletes.
3. Trust and consumer confidence in the quality of domestic products and warranties and support systems. Order unconditional and free advice.
4. Teaching children to consume local products.
5. Ethnocentric and national self-esteem of inciting people to buy goods.
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The Impact of Psychological Factors on Entrepreneurial Willingness among Students of Agriculture

Dr. Azarmidokht Rezaei¹, Dr. Kiumars Zarafshani², Shahrzad Barani³

ABSTRACT: The aim of the present study was to explore the impact of psychological factors on entrepreneurial willingness among students of agronomy at Islamic Azad University of Marvdasht. The population under study consisted of senior students, of whom 143 students were selected as the participants in the sample using Bartlett table. The instruments used in this study were a number of questionnaires whose validity and reliability were tested using the expert panel and structural equation modeling, respectively. The results indicated that the participants’ entrepreneurial willingness was at an average level. Besides, the participants’ low satisfaction with themselves and exclusion of entrepreneurship in career options were problematic for them. The results of structural modeling showed that norms, belief in self-efficacy, and attitudes have a positive impact on entrepreneurial willingness, respectively. According to the structural model, achievement motivation and subjective norms have a direct and positive effect on internal control and the latter, in turn, affects the belief in self-efficacy. Entrepreneurial internship, creative problem solving, entrepreneurial fairs emphasizing new products, self-regulated learning strategies, and development of entrepreneurial culture via producing documentary films are also discussed in detail in this study.

KEYWORDS: entrepreneurial willingness, attitudes, achievement motivation, locus of control.

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1. INTRODUCTION

Despite increasing development of agricultural colleges in the country, a question that arises is that why the Iranian agriculture sector has failed to undergo the development it deserves? Once it was believed that the development of the faculties of agriculture and training of educated workforce could lead to the development of agriculture. Therefore, many steps were taken to train skilled manpower. Unfortunately, the projections made were far from the reality. Besides, the unemployment of graduates in agriculture was tuned out to be another major problem. Most economists believe that the human resources are the final determinant of the characteristics of each country’s economic and social development. Development in agriculture requires skilled manpower and expertise in primary and secondary areas such as generation and conversion of agricultural products, and demand and supply of manpower in agricultural work market in rural areas and industrial hubs across the country. The current situation of supply and demand is indicative of over-unemployment of graduates as outputs of the agricultural education system at different levels. One reason for this problem is the mismatch between graduates’ skills with the expertise required in production and processing units in agriculture sector (Nouri Pour Oporavri, 2011). According to statistics from 2001, the employment rate for 147 thousand graduates in agronomy was reported to be 28%. This figure is twice as much as the unemployment rate among other groups and is the highest unemployment rate among the whole university graduates (Jalili, 2003). As such, factors such as the low level of skills and expertise among graduates and the limited capacity of the labor market make it impossible to create jobs for all these graduates and this has led to the increasing unemployment rate in the country. The experiences of different countries show that the best alternative for preparing students for higher education system in general and agriculture in particular for employment in the labor market is self-employment and entrepreneurial training (TajAbadi et al., 2008).

The study of economic growth in developed countries is indicative of the importance of entrepreneurs in economic growth and job creation. Like many behaviors, the entrepreneurial behavior is influenced by factors beyond factors such as interest and socioeconomic factors; the most important of which is an individual’s mental and behavioral characteristics. Therefore, entrepreneurial training in the modern age should affect these factors so that it could create interest and motivation. Such features have received special attention by many scholars throughout the world. The aim of entrepreneurship psychology is to determine the importance of these variables including personality traits, attitudes, achievement motivation, and internal locus of control. In addition, given that personality traits such as intention to set up a business, success in business and increased business set-up have a direct impact on most entrepreneurial activities (Shaver & Scott, 1991), determining students’ personality traits and characteristics that can affect their willingness to become entrepreneurs is of utmost importance but it has not been seriously considered (Wei Ni et al., 2012).

On the other hand, the use of intention-based models as a good tool to explain and interpret the formation of entrepreneurial willingness and entrepreneurial behavior makes it possible to use it as an appropriate framework to measure the effectiveness of entrepreneurship training programs in higher education, and improving the design and planning associated with them as a way to solve the unemployment crisis among higher education graduates. Accordingly, this study examines the influence of psychological factors on students’ entrepreneurial willingness. The results of this study can contribute to agricultural higher education institutions to direct their entrepreneurship supports with the aim of creating positive attitudes, positive mental beliefs, strengthening entrepreneurial self-efficacy among students, internal control, achievement motivation, and personality traits affecting entrepreneurship as a logical solution to get out of the crisis of unemployment and preparing graduates for self-employment.

Since the employment of graduates of universities and institutions of higher learning is one of the essential elements of the economic growth and national development, the main institutional mechanism to develop skills and knowledge is the official educational system. Most
underdeveloped countries believe that the main key to national development is the quantitative and rapid expansion of educational opportunities. The more education, the faster will be development (Todaro, 1997).

Thus, today there are only a few people who are skeptical about the role of education and human resource development in economic growth compared with physical capital. Nevertheless, there are still doubts about the economic value of education in many developing countries due to rising unemployment among university graduates, poverty, and the vast differences in wealth and opportunity despite lots of funds which are spent on education. In addition, in the advanced countries, as the education level goes up, the unemployment rate decreases. However, this trend is the other way round in Iran so that nearly half the unemployed people are graduates of universities and centers of higher education who have failed to act successfully in the field of entrepreneurship despite passing the relevant courses and training programs. However, it should be noted that before the third program of economic and social development, entrepreneurship did not receive much attention. Due to widespread unemployment, particularly among university graduates, entrepreneurship began to be considered seriously since 2000s as a way to solve the problem of unemployment (Pouladrag & Mohammadi, 2008).

Therefore, given the government emphasis on the important role of entrepreneurship in economic recovery and thus people’s mentality, there is need to examine this concept and mental and psychological factors influencing it.

2. LITERATURE REVIEW

Entrepreneurship is one of the terms for which there is no single definition of the beginning of the project in scientific circles, different definitions of those different views is provided. However, the definition of entrepreneurship on the one hand reflects the breadth and importance of which can be studied from different angles and on the other hand reflects the dynamics of the underlying model, and provides definitions and different opinions. Entrepreneurship word from centuries ago and before they come in today, was common in the French language. The equivalent French term meaning Entrepreneur ((committing)) Undertake equivalent in the English language, which in 1848 by John Stuart Mill in entrepreneurship (Entrepreneur) was translated into English. Some researchers define risk as a key factor for entrepreneurship. Although entrepreneurship has been studied from the economic, social, and political perspectives, the psychological perspectives should not be ignored. Intentionality and forethought are acknowledged to be core features of human beings (Bandura, 2001). Intention constitutes a representation of the direction of future action. It affects individuals’ choices as well as directs and maintains behavior. Research to date in areas as diverse as health-related behavior, voting behavior, spare-time activity, or job seeking demonstrates that intention is a strong predictor of behavior (see Armitage & Conner, 2001 for a review). 164 Journal of Career Development 39(2) Entrepreneurial intention is defined as the conscious state of mind that precedes action and directs attention toward a goal such as starting a new business (Bird, 1988; Krueger & Carsrud, 1993). Forming an intention to develop an entrepreneurial career is the first step in the often long process of venture creation (Gartner, Shaver, Gatewood, Katz, 1994). Several models aim to explain entrepreneurial intentions such as the Entrepreneurial Event Model of Shapero (1982), the Model of Implementing Entrepreneurial Ideas (Bird, 1988) or Maximization of the Expected Utility (Douglas & Shepherd, 2002). Although these models represent a step forward in entrepreneurial behavior research, they have not been as influential as the TPB (Autio et al., 2001; Krueger et al., 2000; Tkachev & Kolvereid, 1999; van Gelderen et al., 2008). Unlike other models, the TPB offers a coherent and generally applicable theoretical framework, which enables us to understand and predict entrepreneurial intention by taking into account not only personal but also social factors (Krueger et al., 2000). As such, personal history and characteristics and skills can predispose individuals toward entrepreneurial intentions as well as the social context (social support and culture). However, according to the TPB, only the three TPB components—attitude toward
behavior, subjective norms, and perceived behavioral control—predict behavioral intentions directly. All other factors are theorized to influence intentions through these three components. The attitude toward behavior within the TPB is defined as an individual’s overall evaluation of a behavior (Ajzen, 1991). Previous studies on the subject of entrepreneurial intention have measured attitudes using only one item, which focuses on the personal interest in starting a business (Autio et al., 2001; Krueger et al., 2000). However, single-item measures are prone to measurement unreliability (DeVellis, 1991). According to the TPB, the attitude toward a behavior is determined by the total set of accessible behavioral beliefs linking the behavior to various outcomes and other attributes. In addition, the strength of each belief is weighted by the evaluation of the outcomes (Ajzen, 1991). Thus, two people may hold an equally strong belief that entrepreneurship involves facing new challenges, but one of them may view these challenges positively while the other may consider them unpleasant. This two-element process of attitude formation allows us to explain why persons holding different beliefs may exhibit identical attitudes, and vice versa. The second component of the TPB is the subjective norm, which is defined as the individual’s perception of the social pressures to engage (or not to engage) in entrepreneurial behavior (Ajzen, 1991). The subjective norm consists of two components: normative beliefs and the motivation to comply with these beliefs (Ajzen & Fishbein, 1980). Normative beliefs concern the perceived probability that important referent individuals or groups will approve or reject a given behavior; they set the norm that specifies how the subject should behave. The second component, motivation to comply, reflects a person’s willingness to conform to these norms, that is, to behave in keeping with the expectation of important referents. Depending on the social environment, these pressures can become a trigger or a barrier to the development of an entrepreneurial career (Moriano et al., 1998). The third TPB component, perceived behavioral control (PBC), refers to people’s perceptions of their ability to perform a given behavior. Individuals usually choose to perform behaviors that they think they will be able to control and master. This concept is therefore very similar to self-efficacy (or even the same, see Bandura, 1982). Both concepts concern the perceived ability to perform a behavior, for example, starting a new business. In their review of TPB, Armitage and Conner (2001) conclude that self-efficacy is more clearly defined and more strongly correlated with intentions than PCB. In fact, self-efficacy has replaced PCB in numerous studies (Kolvereid & Isaksen, 2006; Krueger et al., 2000; Moriano, 2005; van Gelderen et al., 2008), and a recent meta-analysis showed that it is strongly positively related to business creation and entrepreneurial success (Rauch & Frese, 2007). The intention to perform a given behavior constitutes the central element of TPB (Ajzen, 1991)—the stronger the intention to perform a given behavior, the greater the probability of its effective performance. Reviews of existing research show that intention accounts for approximately 30% of the variance in behavior (Armitage & Conner, 2001). Furthermore, past research shows that the individual TPB components (attitude, social norm, and PBC) in turn together explain between 21% (Autio et al., 2001) and 55% (Linan & Chen, 2009) of the variance in the intention to develop an entrepreneurial career. However, the strength of their influence on intention varies from study to study. Previous studies have identified entrepreneurial factors that contribute to the success of entrepreneurs. For example, Say (1971) proposes that a successful entrepreneur must possess outstanding qualities, especially in decision making, while McClelland (1961) suggests that an entrepreneur should feel a need for achievement. Other outstanding qualities include an internal locus of control (Rotter, 1966), self-confidence, independence (Hisrich & Gracher, 1995) and innovativeness as well as good communication and decision-making skills (Cox & Jennings, 1995). An entrepreneur also must be able to face any possibilities effectively during the formation of a new venture. This means that he/she is a risk taker (Cox & Jennings, 1995). Risk taking is an important factor in developing strong entrepreneurial personality, which is useful for business activities (Wadhwaw et al., 1998). Other characteristics of successful entrepreneurs include high self-efficacy, opportunity recognition, perseverance and social skills (Markman and Baron, 2003). Kriger and Hanson (1999) outline three important criteria, honesty, spirituality, and ethics, as good values perceived as very important by entrepreneurs in creating a healthy organisation. For example, Aker Kvaemer Company, a successful global provider of
engineering and construction services operating in more than 30 countries, states that its core value is to conduct business with honesty, trust and accountability (Pollit, 2004). In contrast, rascal or rogue entrepreneurs who conduct their business without moral values can harm others (e.g., customers, consumers, competitors) as well as the economic systems of their countries (Machan, 1999). Characteristics such as being creative and having good interpersonal, mental and technical skills contribute to an entrepreneur’s success (Hodgetts and Kunikto, 1992). In addition, being goal-oriented, pragmatic, determined, flexible, and self-confident are distinguished attributes that add value to entrepreneurs. Another important factor contributing to successful entrepreneurs is knowledge that is gained from various sources such as training or personal experience through formal or informal education. Being knowledgeable can help an entrepreneur to be innovative and trigger new ideas, which in turn enables entrepreneurs to seize opportunities emerging from their environment. Apart from the attributes discussed above, leadership is also another pertinent factor that contributes significantly to business success (Dafna, 2008; Jong & Hartog, 2007). Dafna (2008) suggests that entrepreneurs practice leadership skills that can lead to organisational changes and innovations in their business venture, which, according to Jong and Hartog (2007), are the ability to influence innovativeness among employees and the ability to spot market opportunities (Reijonen, 2008). Entrepreneurs need two types of leadership competencies in order to succeed, including functional and self-competencies (Swiercz and Lydon, 2002). Functional competencies consist of four performance subsystems (i.e., operations, finance, marketing, and human resources), while self competencies include intellectual integrity, promoting the company rather than the individual leader, utilizing external advisors, and creating a sustainable organisation. Nevertheless, successful entrepreneurs are a good leaders (Cutting and Kouzmin, 2000), who have clear mission, purpose and values to be shared and sold to others. The success of entrepreneurs is influenced by support from others, which can be in the form of formal and informal support. Formal support comes in the form of financial, technology, and strategic partnerships or industrial contacts (Carrier et al, 2004). Informal support may come from personal and community-based networks (Levent et al., 2003). For example, in Wong’s (1988) study, Chinese entrepreneurs in Hong Kong excelled in their businesses due to the practice of ‘familism’, that involves the role of kinship ethnicity, and territorial background, which brings the entrepreneurs closer to each other, and consequently becomes barriers to entry for others who are not from the group. Finally, support for entrepreneurs can also come in the form of mentoring (Cox & Jennings, 1995). In summary, the elements and relationships integrating the entrepreneurial intention model proposed in this article are presented in Figure 1. Motivational factors
3. RESEARCH METHODS

The present study is a descriptive-correlational research. It is also considered as an applied research concerning its objectives. The population under study consisted of 273 senior students of agronomy at Islamic Azad University of Marvdasht, of whom 152 students were selected randomly as the participants in the sample using Bartlet table of sample size. Four types of standard questionnaires were used to collect field data: 1) evaluating entrepreneurial willingness, attitude towards entrepreneurship, subjective norms, and belief in self-efficacy by Moriano and Gorgievski (2007); 2) Achievement Motivation Inventory by Ray, 1979; 1980); 3) Internal Locus of Control Scale by Levenson & Miller (1976); 4) modified version of Personality Traits Inventory by Levenson & Miller (1976). A back translation method was used to translate the scales into Persian language. To ensure face and content validity of the questionnaires, panel of experts reviewed the scales and appropriate adjustments were made as deemed important. Confirmatory factor analysis was used to test reliability of the scales. Goodness of fit indices indicated that the research instruments are truly measuring what they are suppose to measure (Chi-square = 3571.02; P < 0.05; RMSEA = 0.05).

4. RESULTS

4.1. Respondents’ Personal Characteristics

According to the results, 76.1% of the respondents were males and 23.9% were females (142 in total). About 7% of the respondents (10 students) did not mention their gender. The respondents mean score on entrepreneurial willingness was 3.63/5. This shows that the majority of the
respondents had a medium level of willingness to involve in entrepreneurial activities (SD = 0.39).

4.2. Direct and Indirect Effects of the Independent Variables on Entrepreneurial Willingness

In order to find out the relationships between the respondents’ entrepreneurial willingness as the dependent variable and attitudes towards entrepreneurship, subjective norms, self-efficacy beliefs, personality traits, achievement motivation, and internal control as the independent variables; structural equation modeling was used by AMOS18 Software. The research model was a path model that is often used to explain and predict various phenomena. The correlations between the research variables are shown in Table 1:

<table>
<thead>
<tr>
<th>Variable</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurial willingness</td>
<td>-</td>
<td><strong>0.45</strong></td>
<td>-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attitudes towards entrepreneurship</td>
<td><strong>0.59</strong></td>
<td><strong>0.33</strong></td>
<td>-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subjective norms</td>
<td><strong>0.51</strong></td>
<td><strong>0.35</strong></td>
<td><strong>0.39</strong></td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Belief in self-efficacy</td>
<td>0.09</td>
<td>0.12</td>
<td>0.08</td>
<td>0.04</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Achievement motivation</td>
<td><strong>0.32</strong></td>
<td><strong>0.34</strong></td>
<td><strong>0.22</strong></td>
<td><strong>0.49</strong></td>
<td><strong>28/0</strong></td>
<td>-</td>
</tr>
<tr>
<td>Internal control</td>
<td><strong>0.25</strong></td>
<td><strong>0.44</strong></td>
<td>0.14</td>
<td><strong>0.22</strong></td>
<td>0.15</td>
<td>0.17</td>
</tr>
<tr>
<td>Personality traits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

According to the overall fit index, it can be said that the overall fit of the model is acceptable ($\chi^2_{(66)} = 111.347; P = 0.00; $NFI = 0.83; $IFI = 0.92; $TLI = 0.86; $CFI = 0.92; $RMSEA = 0.05$). Table 2 presents the results of study concerning the direct, indirect, and total effect of predictor variables on the dependent variable (entrepreneurial willingness):

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Predictor variable</th>
<th>Direct effect</th>
<th>Indirect effects</th>
<th>Total effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurial willingness</td>
<td>Attitudes</td>
<td><strong>0.22</strong></td>
<td>-</td>
<td>0.22</td>
</tr>
<tr>
<td></td>
<td>Subjective norms</td>
<td><strong>0.42</strong></td>
<td>0.02</td>
<td>0.44</td>
</tr>
<tr>
<td></td>
<td>Self-efficacy</td>
<td><strong>0.27</strong></td>
<td>-</td>
<td>0.27</td>
</tr>
<tr>
<td></td>
<td>Achievement</td>
<td></td>
<td>0.03</td>
<td>0.03</td>
</tr>
<tr>
<td></td>
<td>motivation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Internal control</td>
<td></td>
<td>0.10</td>
<td>0.10</td>
</tr>
<tr>
<td></td>
<td>Openness to</td>
<td></td>
<td></td>
<td>0.09</td>
</tr>
<tr>
<td></td>
<td>experience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Extraversion</td>
<td></td>
<td>0.07</td>
<td>0.07</td>
</tr>
<tr>
<td></td>
<td>Agreeableness</td>
<td></td>
<td>0.04</td>
<td>0.04</td>
</tr>
<tr>
<td></td>
<td>Conscientiousness</td>
<td></td>
<td>0.02</td>
<td>0.02</td>
</tr>
<tr>
<td></td>
<td>Neurosis</td>
<td></td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Attitudes</td>
<td>Openness to</td>
<td><strong>0.22</strong></td>
<td>-</td>
<td>0.22</td>
</tr>
<tr>
<td></td>
<td>experience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Extraversion</td>
<td><strong>0.32</strong></td>
<td>-</td>
<td>0.32</td>
</tr>
<tr>
<td></td>
<td>Agreeableness</td>
<td><em>0.18</em></td>
<td>-</td>
<td>0.18</td>
</tr>
<tr>
<td></td>
<td>Conscientiousness</td>
<td>0.12</td>
<td>-</td>
<td>0.12</td>
</tr>
<tr>
<td></td>
<td>Neurosis</td>
<td>0.00</td>
<td>-</td>
<td>0.00</td>
</tr>
<tr>
<td>--------------------------</td>
<td>----------</td>
<td>------</td>
<td>-----</td>
<td>------</td>
</tr>
<tr>
<td><strong>Achievement motivation</strong> $^2$ $r = 0.00$</td>
<td>Subjective norms</td>
<td>08</td>
<td>0-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Internal control</strong> $^2$ $r = 0.14$</td>
<td>Subjective norms</td>
<td><strong>25</strong></td>
<td><strong>0</strong></td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Achievement motivation</td>
<td><strong>30</strong></td>
<td>0-</td>
<td>-</td>
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<tr>
<td><strong>Self-efficacy</strong> $^2$ $r = 0.23$</td>
<td>Internal control</td>
<td><strong>38</strong></td>
<td>0-</td>
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<td></td>
<td>Achievement motivation</td>
<td>-</td>
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<td>Subjective norms</td>
<td>-</td>
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<td>Openness experience</td>
<td>to * 16</td>
<td>0-</td>
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</table>
According to the results, the majority of the respondents had a moderate level of interest in engaging in entrepreneurial activities, which is perhaps due to the lack of entrepreneurial support and programs at an optimal level at university. This finding is contrary to the findings of Degeorge and Fayolle (2005), Moriano et al. (2007a, b) and Naktiyok et al (2009) who observed a high level of entrepreneurial willingness among students. This finding can be explained by the fact that any process of entrepreneurship can include three phases: 1) The preliminary stage, 2) The establishment stage, and 3) The development stage. The preliminary stage itself is divided into four parts. 1) Preliminary decision-making, 2) Identification of opportunities and forming ideas, 3) Preparation of business plans, and 4) Final decision-making (Saidi Kia, 2011). The respondents in this study had a relatively moderate level of entrepreneurial willingness. Therefore, they had already one through the preliminary decision-making stage. But they were faced with serious problems regarding the other three stages. As the results show, the limitations of forming a creative idea, doubts when starting a business and even its maintenance make
students face difficulties in two stages of identification of opportunities and forming creative ideas as well as preparing a business plan that is the same as regulating, integrating, and formulating a creative idea. This clearly implies that if they do not go through these two stages, they may never reach the final decision making stage. In the final stage, a person decided to start his/her own business and he is about to start up the business. This means that the translation from the two stages into the final stage requires the development of capabilities, skills and, special training programs that must be taken into account.

Concerning the direct and indirect effects of the independent variables on the respondents’ entrepreneurial willingness as the dependent variable, the belief in self-efficacy, after subjective norms, was the second most important variable affecting the respondents’ entrepreneurial willingness. This finding is in agreement with those of Autio et al. (2001). They found strong and significant relationship between self-efficacy and intention to start an entrepreneurial activities among students across five European countries. In fact, to the extent that subjective norms as a set of personal beliefs and values affected by social norms are consistent and aligned with entrepreneurship activities, a person is more likely to start an entrepreneurial business as social norms play a significant role in individuals’ perceptions of their own entrepreneurial intentions (Drnovsek & Erikson, 2005).

Cultural norms are a part of the culture of the society. The culture governing the society also affects entrepreneurship. If social norms are in line with entrepreneurial activities, the environment encompassing social culture will support entrepreneurship. Therefore, people are more intended to start an entrepreneurial activity. In social psychology and cognitive theories, various perceptions of the role of beliefs and attitudes in the process of creating a new work are presented (Barbosa et al., 2006). This underlines the role played by attitudes in the intention to start an entrepreneurial business. This finding is consistent with the results of Linan et al., (2005), Degeorge and Fayolle (2005), Linan (2005), Moriano et al., (2006), and Moriano et al. (2007a,b). Other independent variables such as achievement motivation, internal control, and most of personality traits had no direct or indirect effect on the respondents’ entrepreneurial willingness as the dependent variable. This result is in contrary to the results of previous studies such as Linan, (2005) who found a positive relationship between achievement motivation and orientation toward entrepreneurial businesses. According to Sagi and al-Zivar (1999), achievement motivation is the strongest psychological factor affecting entrepreneurial behavior as pointed out in many studies (MacClelland, 1961; Tong et al., 2011).

However, this relationship was not significant in the present study and undoubtedly this would require further investigation. Perhaps one of the reasons for this finding is the diversity of individuals with different motivational levels who are willing to set up entrepreneurial businesses across universities. It should be mentioned that achievement motivation has a positive and significant impact on internal control but this was not confirmed in the present study. In other words, the more students are more motivated to make progress and achieve their goals, the more they are determined to plan and make progress and the more they are confident in their abilities rather than in events, social powers, or luck. In fact, achievement motivation make a person internalize his or her control in achieving his goals sooner in life rather than waiting for external events such as chance and assistance from superior or influential people. This was confirmed by other studies such as Moriana and Gorgievski (2007).

The result of this study further revealed that extraversion and agreeableness had a significant positive effect on respondents’ attitudes towards entrepreneurship. Extraverted individuals are more comfortable with socializing with their peers than their introverted counterparts. Extroverts are happy when they are with others or in large groups and are more likely to be bold, active, and talkative. Accordingly, people with higher the degree of extraversion have undoubtedly a more positive attitude with high ambitious and bold activities such as entrepreneurial activities. Agreeableness is evident in people who are helpful, honest, patient, generous, and warm. Appropriate levels of agreeableness can facilitate the reception of supports needed to start valuable risky activities. In other words, the establishment of trustful, flexible, and respectful relationships with customers results in unity with larger companies. Besides, more efficient cooperation between entrepreneurs and shareholders will lead to increased
profitability and the development of new products. Of course, some studies reported a negative relationship between agreeableness and entrepreneurship (Ahmadi et al., 2011). These studies suggest that people with lower levels of agreeableness are skeptical about others and so they use a critical approach to assess business information and this paves the way for efficient identification and use of opportunities (Moriano et al., 2006a). As such, further research is needed to investigate the issue more profoundly.
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Social Entrepreneurship, a New Approach in Business

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ABSTRACT: Background: The social entrepreneurship term is used for to refer to the rapid growth of organizations which suggest models based on human needs for efficiency in existing markets and institutions which have failed to satisfy them. Social entrepreneurship offers an attitude that may be incentive for acceptable social strategies and sustainable ideas for business and organizational forms, because of its contribution which is directly recognized to the objectives of sustainable development in the international level. Social entrepreneurship may encourage created companies to take a greater social responsibility. Social entrepreneurship, developing innovative solutions to address social problems and mobilizing ideas, capacities and resources are social provisions for social change. Objective: The purpose of this study is studying various models of social entrepreneurship to develop innovative plans in business. Methods: The present research has used library method and data has been collected by searching electronic academic databases and the Internet. Results and findings: Evaluation of some policies in leading countries in the field of social entrepreneurship, helps development of regulatory supportive policies of the social entrepreneurship in Iran. Since the efforts of government and humanitarian actions cannot fully meet the expectations of the community, and the social sector entities are not fully functional and effective therefore, social entrepreneurs are needed for the development of new models and methods to solve social problems in the new century. Social entrepreneurs are those who identify social problems and use entrepreneurial principles to organize and manage the activities that will be used for social changes. Different authors have different definitions of business. As well as establishing financial support centers, national and regional planning of social entrepreneurship, reforming laws and administrative structures, establishing supportive counseling centers, evaluation and revision of social entrepreneurship development policies will have a significant impact.

KEYWORDS: social entrepreneurship, entrepreneurship, entrepreneurial behavior, business

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1. INTRODUCTION

According to our religious thoughts one of the most important indicators of a moral and human society is the equal opportunity and even positive discrimination in favor of social groups which have been deprived genetically or unwanted as a result of uneven and unilaterally developmental programs. On the other hand, today's societies have been robust and dynamic based on innovation, new ideas and creating productive capacity in economic, social and cultural terms. Entrepreneur individuals have undue influence on the growth and dynamism of today’s societies and to prepare the ground for these, indicators of development can be explained in different dimensions. However, social entrepreneurship is a concept that forces all groups of society to participate in the process of social value and in a social movement creates an ambitious society, balanced by creating equal opportunities. (Ahmadpur Dariani, Mahmoud, 2014).

Social entrepreneurship is a type of entrepreneurship that has been discussed for several years in the academic community and meets obsolete social needs in the community by entrepreneurial approach. While it is nearly one hundred years that concept of entrepreneurship is discussed in the world, but the literature of this phenomenon is hardly over 20 years in Iran, so it is obvious that social entrepreneurship literature which is fresh and new in the world arguments is weak and poor in Iran. However, the concept of social entrepreneurship refers to generality of the society but its concept evokes various things in the minds of people of the community (Arasti, Zahra, 2012).

For the first time in Iran, Dr. Mahmoud Ahmadpur Dariani in an article titled ((entrepreneurial values, a new concept in economic development)) identified a type of entrepreneur with the perfect belief used their legitimate income and their firm to fill social gaps. He believed that, valuable entrepreneur will grow in the context of family that the charity, helping the orphans and the poor are at the top of his actual beliefs. For the first time, he mentioned Hossein Ali Hamedanian, Hamedanian charity institute, as valuable (value) entrepreneur (Ahmadpur Dariani, 1999).

Sayyed M. Moghimi picked up the second step in 2004, in production and development of literature of the social entrepreneurship concept. He identified and evaluated a kind of entrepreneurial approach in his research on corporate entrepreneurship in NGOs, Which mentioned him as a social entrepreneur. Since then despite the country's government and the scientific community have paid special attention to the entrepreneurship category but a few research and effective activities have been done to develop the literature of this concept. (Saber, 2009, p. 4) The use of terms: both social entrepreneurship and social entrepreneurs, are relatively new in Iran and in the international atmosphere but its roots are old because it is associated with the process of human social needs and entrepreneurial incentives to meet these needs. However, this phenomenon has lasted for a long time to be identified and studied and its literature be presented. Social entrepreneurship term is prevalent in developing organizations that seek to meet the basic needs of humans so that, ensuring these needs by business organizations and the private sector is not possible (Bacillus and Meier, 2006). Therefore, each definition of social entrepreneurship should be as an alternative to economic and business approach which entrepreneurs are searching. David Prensky (2005) considered social entrepreneurship as a process that organizations design new programs to solve social problems. In this definition, combination of respond, innovation and change factors must be considered. Social entrepreneurs play the role of agents of change in the social sector, this role is fulfilled by Mission to create and sustain social value (not just economic value), recognized and continually seeking new opportunities to protect this mission, involving a continuous process of innovation, flexibility and learning, working without being limited to accessible resources and accountability for the actions taken and the results (Deez, 2000: p. 17; Davis, 2002, 9). This paper by studying various aspects of social entrepreneurship is going to answer the following questions: what is Social entrepreneurship? What are its features and specifications?
1. LITERATURE REVIEW

For the first time "Joseph Schumpeter" used Entrepreneurs with the current concept. This economist, who was called the father of entrepreneurship, believed that when economic growth and development of a system will happen that some people try to be innovative by taking risks so in this case the working methods and new solutions replace old inefficient ways. Social entrepreneurship for the first time was used in the literature of social change between 1960 and 1970. For example, this term was used as a description of the activities of Robert Owen, one of the most prominent social reformers and founder of the social theory of socialism and the cooperative movement in 1972(Nicholls, 2006).

The use of the term social entrepreneurship and social entrepreneur was expanded between 1980 and 1990 by the activities of the Bill Drayton, founder of Ashoka Foundation, innovation for all and Charles Leadbirt. In the 1950s and 1990s, Michael Young led promoting economic institutions with social purposes or social institutions and organization and he had significant role in the formation and development of the concept of social entrepreneurship. Over time, this concept has attracted the attention of the international scientific community and it could penetrate among the academics adequately to the extent that the activities of Professor Daniel Bell in 1980 were described and analyzed as the most successful entrepreneurs in the social institutions in the world, at Harvard University. He had effective role in the creation of 60 new organizations around the world, which include a set of social entrepreneurship schools in Britain. In 2006, the concept of social entrepreneurship could show a good example of itself in the form of a successful bank called ((Grameen Bank)). This bank, which was established by Muhammad Yunus, a prominent professor of economics in Bangladesh, granted loans to the poor and received the Nobel Peace Prize in 2006.

Another Social entrepreneur was the Lord Andrew Mason. Andrew Mason could gain a special aristocratic position in 2007 because of his activities. He established Bromley by Bow center in Eastern London city in South Africa and documented his experiences in the book entitled “social entrepreneurs, building working communities”.

Although the use of words social entrepreneur and social entrepreneurship is relatively new, but the method and manner of their activities have old root. Because it is associated with the process of removing human social needs, but it took a long time to identify and study this phenomenon and produce its literature. Social entrepreneurs are not born today and yesterday and a brief survey in history, especially the rich history of Islam and Iran, reveals many examples of social entrepreneurship. Preparing a list of prominent and historical celebrities is an evidence to support this claim: Florence Nightingale, the founder of the first nursing school and developer of modern nursing practices, Rabt oven, founder of the cooperative movement, Vinv Bobby Hepo founder of the ground gift of India, Muhammad Yunus, founder of Grameen Bank in Bangladesh, Imam Musa Sadr in Lebanon, the founder of Imam Musa Sadr institutions, Hamedanian brothers Hamedanian charity organizers, Mahdi Ibrâhim Dariâni, Shahid Hashemi Nejad Dedicator, MR Hakim Zadâeh founder of the Kahrizak Charity Foundation(KCF), M. Kashani, founder of the cultural community helpers, Fatima Daneshvar founder of Mehrafarin charity foundation and Seedeh Ghods, the founder of the Mahak charity foundation, are the sample of these celebrities. (Ahmadpur Dariâni, Mahmoud, 2014).

Social entrepreneurship is a new area in the field of literature of ((entrepreneurship)) and ((marketing in non-profit institutions)) and ((management and non-profit non-governmental organizations)). A review of the literature suggests that researchers have to types of views toward this literature. At first glance, the researchers believe that the literature in this area is still fragmented and torn apart and there are not necessary adhesion and integrity in its framework. According to Deez, social entrepreneurship contains a variety of meanings. And Shane and Nakatarmen believe that, social entrepreneurship like entrepreneurship, is still faced with the lack of a unified paradigm. They believe the concept of social entrepreneurship is a young concept and has short-life in the published academic literature. According to him, the concept of current social entrepreneurship has failed and cannot investigate unique features of social entrepreneurs and the field that they often fulfill their activities.
But in the second view another group of researchers believe that the study of social entrepreneurship has shown that this concept of is a focus of scientific and academic study and its history is relatively large. Review of the literature in the field of social entrepreneurship shows that many researchers have worked on issues, trends and areas of social entrepreneurship in the range of economic activities, education, research, welfare as well as social and spiritual activities which are handled in different organizations in various forms.

According to Sullivan (2002), this scope of various activities is the result of efforts of researchers to conceptualize social entrepreneurship structure in various fields including the public sector, social organizations, social action organizations and charities. Shaker Zahra, admits that the concept of social entrepreneurship is a complex concept and its results should be considered in the economic and social dimensions.

Mir and Marti had done a research on the meaning and definition of social entrepreneurship. In general, they considered social entrepreneurship as a process that includes the use and innovative combination of resources to pursue opportunities to be a catalyst for social change or considers social needs. They acknowledged that the definition of an entrepreneurial phenomenon is hardly able to display all of its features. They showed three general assumption about social entrepreneurship:

1. Social entrepreneurship is the process of value creation using a combination of sources with new methods.
2. From the beginning, the purpose of this combination of resources is discovery and exploitation of opportunities for value creation through stimulating social change or coping with social needs.
3. When the social entrepreneurship is considered as a process, includes providing products and services to the community, while it can be attributed to the creation of a new organization.

2. THE DEFINITIONS OF SOCIAL ENTREPRENEURSHIP

Leadbiter (1997), social entrepreneurship is the use of entrepreneurial behavior for social purposes and not for profit purposes. In social entrepreneurship, profits which obtained from market activities, is used to benefit specific groups with difficulty or disability.

Tak Vezdak (1997), the driving force of social entrepreneurs, is their demand for social justice. They are looking for the direct bridge between their activities and improve the quality of life of people who work with them, and those who want to serve them. They want to find a solution which is financially, organizationally, socially and environmentally sustainable.

Deez (1998), the goal of social entrepreneurs is playing a role ((agents of change)) in the social sector by 5 solutions,

1. Adoption of a mission to create and sustain social value (not the private value)
2. Detection and prosecution of serious new opportunities and put them at the service of the taken mission.
3. Involvement in the innovation process and continuing education.
4. Daring activity without being limited to resources already available.
5. View high responsibility towards the target group and produced outputs.

Leriz (1999) (Kellogg Foundation), Social entrepreneurs create social value through innovation and the use of financial resources for social and economic development of their societies.

Fowler (2000), Social entrepreneurship is creating developmental structures, relationships, institutions, organizations and socio-economic activities that lead to efficiency and stabilizing of social benefits.

Brinker Hoff (2001), social entrepreneurs are constantly looking for new ways to provide services to their audiences and create added value for available services. Mort, Virvardena and
Entrepreneurial Activities

Social activities

Social Entrepreneurship

4. SOCIAL ENTREPRENEURSHIP: FEATURES AND FUNCTIONS

Social entrepreneurship may be realized as civil institutions, non-governmental organizations, foundations, non-profit organizations, individuals, civic groups, international agencies and donors, public and private sectors, government and institutional mechanisms within the framework of collaborative and multi-institutional relations due to institutional and structural appearance (see Figure 2).
In modern societies, all members of society try to promote and improve the lives of humans to use their accumulated wealth to empower people to become productive human resources. This will be achieved by promoting entrepreneurship and accelerating it. In this context, more than ever the world needs businesses which are familiar with the needs of today's economy and society.

Social entrepreneurship as means to accelerate the process of social development needs those who identify social needs and change social issues and unmet needs to current opportunities and create social value by their skills and innovation. The important distinction between entrepreneurs with others is that Social entrepreneurs, have the explicit social mission in their mind and their main purpose is making a better world. Social entrepreneurship is a new concept, but it is not a new phenomenon. Social entrepreneurs can be found throughout the history. According to the researchers, certain mutations gave rise to social entrepreneurship activities, which include: A) slow delivery of social services and products that increases unmet needs, B) the imbalance in income distribution in developing countries and underdeveloped countries, and C) an increase in competition between non-profit sector to obtain financial assistance and relief. However, like other concepts of entrepreneurship, social entrepreneurship has a long history in the field of economy, but nowadays it is used increasingly to solve social problems. Social entrepreneurship includes innovative activities that bring value to the community and is trying to solve social problems. Hence the debate on social and economic development of communities, plays an important role. One of the major categories of social entrepreneurship is its view about the values and religious thinking. Social entrepreneurs try to develop innovative programs to help to improve the livelihoods of those who are unemployed and are facing with lack of financial strength. Social entrepreneurs are those who identify social and entrepreneurial principles to organize and manage the activities that cause social changes, while economic entrepreneurs, evaluate their performance with profit and return of investment indicators, Social entrepreneurs, assess their success by effective factors and their impact on society (Teroran, 2007).
5. TYPES OF SOCIAL ENTREPRENEURSHIP

Social entrepreneurship is divided into three categories:

A) Unified social entrepreneurship: each economic activity which is designed clearly to create positive social achievements on the basis of values and social needs, is called integrated social entrepreneurship.

B) Social entrepreneurship redistribution: Each Economic activity which is done in the non-profit organization or institution to use the capabilities and opportunities to reduce costs or increase revenues and diversification of them.

C) Complementary social entrepreneurship: If a non-profit organization or institution, formally establish a new sector for its economic activities to provide the non-profit
sector costs from its benefits, has been engaged in the complementary social entrepreneurship.

Building social capital; Social entrepreneurship products are four types of investment that can be threatened or created by or entrepreneurship and entrepreneurs, they include:

1) Financial capital shows wealth creation which is the result of a business profit.
2) Social capital shows community resources that are typically the result of social entrepreneurship.
3) Art capital shows more intangible things which make human life more lively and full of energy and create a sense of satisfaction.

6. SOCIAL ENTREPRENEURSHIP AND SOCIAL DEVELOPMENT

It has been a while since the concept of entrepreneurship in the context of high-risk businesses has drawn a considerable amount of attention and is being used increasingly to solve social problems (Deez, 1998; Catford, 1998). Finding effective and sustainable solutions for many social issues is one of the important challenges. These solutions may need successful innovations in establishing businesses. Organization for Economic Co-operation and Development (OECD) has also noted that, nowadays, governments have developed a good understanding of the contribution of social entrepreneurship to poverty alleviation and empowerment of the underprivileged. Many countries are implementing specialized entrepreneurship plans in order to help their audience groups. Enough care must be taken in developing such plans so that they are compatible with the process of support programs for this audience (OECD, 2004).

The key to sustainable development is the clarification of effective and sustainable methods to improve the capacity of developing countries so that they can solve their problems on their own. Capacity building is a comprehensive, multi-dimensional, continuous, gradual and evolutionary process. In the meantime, social entrepreneurship is an effective strategy in strengthening economic and social development based on innovation. However, crisis management of chronic problems in health, education, economy, poverty, etc. requires fundamental changes in political, social and economic systems. In general, entrepreneurship is setting up and managing successful, growing and lasting businesses, which can often be seen in the context of an appropriate entrepreneurial environment for the sustainability of businesses. In contrast, social entrepreneurship is organized in line with social changes, within social dynamics and with the aim of harm reduction through entrepreneurial action. Social entrepreneurship is an up-and-coming field, especially among non-profit organizations such as NGOs, high-risk social activities and development of businesses that contribute to social development (Moghimi, 2003).

Although the concept of social entrepreneurship is relatively new, initiatives that take advantage of entrepreneurial abilities to solve social problems have a long history (Alvord et al., 2004: pp. 260-282). Initiatives have been made, especially on issues related to poverty and empowerment of marginalized populations, which has led to the overall improvement in the lives of thousands of people all around the world and caused economic growth in accordance with the conditions of the underprivileged. It should be noted that in most cases of social action, practical applications of social entrepreneurship are superior to the theories related to this issue. The concept of entrepreneurship has a long history in establishing, developing and managing businesses. Social entrepreneurship is, to some extent, compatible with other forms of entrepreneurship in terms of procedures. Developing a new idea or extending an old one, reviewing the ideas and preparing a business plan, marketing planning and exploring the opportunities are the stages to the process of social entrepreneurship with an approach to business development. Furthermore, gaining an insight to the needs and opportunities, synchronizing thoughts and ideas with opportunities, acquiring the necessary skills and resources and, finally, purposeful implementation are considered to be the major steps to social
entrepreneurship. The basic understanding of entrepreneurship is creating value through innovation (Sharif Zadeh et al 2007). The concept of entrepreneurship can take on different meanings when used in social discussions. For instance, some have focused on the concept of entrepreneurship as “a combination of businesses along with social effects”. In this view, entrepreneurs have used the skills and knowledge of business in order to establish businesses which are not only commercially sustainable but also contributive to achievement of social objectives and local development (Catford, 1998). Non-profit organizations may apply for subsidies and use them to create jobs or income in order to achieve their social objectives. They may give away part of their profit or organize their activities in a way so that they can achieve social objectives. In these initiatives, organizations make use of the resources gained from successful economic activities to promote and maintain their social activities. Some others have focused on the meaning of social entrepreneurship as “innovation for social outcomes”. In this view, attention is directed toward those innovations and relations which lead to outcomes that will solve social problems. Here, often relatively little attention is paid to the economic sustainability of the business (Deez, 1998).

Social entrepreneurs move toward pursuing social damage and facing social crises and challenges. They make innovations, establish new social relations, and make use of their resources in response to social damage instead of reacting to the marketing and commercial criteria (Ashoka, 2000). In this view, social entrepreneurs not only need immediate problem understanding and solutions, they also need to understand the bigger social system and its interdependencies. The resulting understanding leads to new plans that will cause increasing changes in line with the establishment and sustainability of changing social relations. Sustainable social changes will cause both innovations for social outcomes and continuous flow of resources that make up the two viewpoints of social entrepreneurship. Moreover, these changes lead to fundamental changes in the social context in which social issues are placed (Alvord et al., 2004). From this viewpoint, social entrepreneurship is a kind of social crisis management.

7. SOCIAL BUSINESS

The term social business has been coined and made popular by the speaker and Nobel Peace Prize winner, Muhammad Yunus. This founder of the Grameen Bank has authored the book creating a World without Poverty: Social Business and the Future of Capitalism. According to Muhammad Yunus, a social business is a company with no dividends and no losses which is planned and formed in order to fulfill social objectives in a fully regulated market. These businesses are quite different from non-profit organizations, because they, like other businesses, are seeking a minimum profit so that they can make use of it to develop the company and improve its goods and services or use it as an aid for fulfilling their social missions. In fact, a more general definition of social business is also available. Based on this definition, any business in which the social objectives are superior to its economic ones can be considered a social business.

One of the questions here is what the difference is between an economic business and a social business? To answer this question, the following framework can be used. Every organization is formed with a specific goals in mind and has stakeholders who try to achieve these goals using their organizational strategies:

Social objectives over economic objectives – in an economic business, the goal of the organization is profit maximization for the investors. Members of the board and other managers try to develop strategies that lead to increased sales, increased revenue and, ultimately, increased annual dividend per share. In a social organization, however, the goals are improvement of society, human welfare and environment. Thus, a social business is an organization that makes use of commercial strategies in a way that leads to the improvement of human welfare and environment instead of maximizing the profit for its outside stakeholders. A social business distinguishes itself from classic profit maximization models by having goals that lead to the improvement of the society. Activities toward reducing poverty, malnutrition and
illiteracy are some of these goals. A social business is a company without losses and without dividends to shareholders, which is established based on certain social objectives. A social business is not a charity, as it has a similar structure to that of an economic one, and, just like an economic business, functions in a context where cost effects, profit margins and other factors have come together to help its financial independence and sustainability, while charities do not have these characteristics. Anyway, it should be noted that a social business does not regularly seek profit maximization as its main objective is not to increase investment but to improve the welfare of the underprivileged. Once the social business reaches financial sustainability, the investors take back the money they had invested and do not receive any dividends (Yunus, 2006).

*Client rather than customer* – in a social business, the term *client* is used instead of *customer*. That is because the activists in a social business consider themselves the advocates of their target group, which is generally the vulnerable group, and try to improve the welfare of this population through the formal and innovative activities of the social organization.

A social organization is a business that is run by an organization with a social mentality and point of view. An institute, on the other hand, is a group trying to perform standardized tasks. In this sense, schools, colleges and universities are considered to be institutes. According to Ogburn and Nimkoff, a social institute is an organization that has great sustainability and is responsible for certain social functions.

It is also interesting to note that a social organization or institute is founded and run by humanitarian assistance and governmental funds while a social business is self-sufficient. Muhammad Yunus has pointed out two types of social businesses in his book:

1. The first type of social business focuses on providing goods or services having certain social, ethical and environmental goals and ideals in mind.
2. The second type of social business pertains profitable businesses which belong to the poor or the other underprivileged populations. These groups gain profit either directly or indirectly from the dividends of this type of business.

According to Muhammad Yunus’s definition, although Grameen Bank can be categorized as the first type of social organization, it is more similar to the second type. From Muhammad Yunus’s viewpoint, there are seven important principles every business should follow in order to be categorized as a social business:

1. The goal of the business must be to overcome poverty or one of the problems (regarding education, health, access to technology and environment) that threaten the people and the society and not to maximize the profit.
2. It should be economically or financially sustainable.
3. Investors take back the amount they had invested and receive no profit.
4. Once the invested money is repaid, the profit remains within the company in order to expand and improve the company.
5. It should be environment-friendly.
6. The work force receives better pay than the market norm.
7. Everybody enjoys their job (Yunus, 2006).

**8. ELEMENTS OF SOCIAL ENTREPRENEURSHIP**

Examining the provided definitions of the term social entrepreneurship showed us that the following elements are common in all of them: *Social mission, Innovation, Measurable effects, Social entrepreneurship.*

Social entrepreneurship is based on understanding of social issues and using the principles of entrepreneurship for solving real issues in order to advance profitable social changes. Hence, social entrepreneurs play the role of social change-makers. In fact, social entrepreneurship is
some kind of problem-solving cycle with an entrepreneurial approach. The stages of this process is as follows (Bloom, 2006):

1. Identifying issues and opportunities related to existing problems in the social context;
2. Developing strategic viewpoints and operational missions to solve problems using the existing opportunities innovatively;
3. Developing an innovative plan;
4. Estimating and supplying resources and assets;
5. Structuralizing for a flexible management and leadership;
6. Identifying, consulting and attracting the cooperation of partners and stakeholders;
7. Developing strategies for financing the organization based on appropriate financial and operational models;
8. Implementing the model along with monitoring, evaluation and feedback for future improvements of the process.

Deez has also listed the following as the elements of social entrepreneurship:

*Elements of social entrepreneurship from Deez’s viewpoint (Deez, 2001):*

1. Playing the role of the agent of change and reform in the society;
2. Accepting the mission to establish and stabilize social values;
3. Having determination and perseverance in identifying and pursuing new opportunities in order to fulfill social missions;
4. Using the continuous process of innovation, adaptation and learning;
5. Having bold activism without being limited to available resources;
6. Having social commitment and a high sense of accountability and responsibility to the relevant institutions and their outcomes.

Therefore, the closer people are to these notions, the more qualified they are to be named social entrepreneurs.

In terms of achievement, social entrepreneurship can be considered an effective mechanism for the facilitation of social development, realization of society’s ideals through social missions, expansion of values and creation of social capital (Born Stein, 1998). Whereas the performance of entrepreneurs in the economic field is evaluated based on visible markers such as profit and return on capital, the success of the process of social entrepreneurship depends on its achievements and outcomes for the society.

Social entrepreneurship, which is based on social participation, networking, collaboration and assistance in solving social problems, plays an important role in building social capital (Ali Miri, 2006). Given the role social entrepreneurship can play in strengthening the civil society (Henton, 1997), it can be named civil entrepreneurship as well. According to Bayes, social entrepreneurship is expected to lead to change and reformation of social services in order to achieve social values using the following mechanisms:

1. Explaining and defining new processes in the field of services, productions or unique operational procedures associated with innovation;
2. Building capacity for the sustainability and expansion of manufacturing and service activities;
3. Using open-circuit approaches to solve social problems;
4. Finding new markets and opportunities for the development of non-profit activities, especially those that are not supported by market forces;

Social entrepreneurship can prove influential in different areas and lead to the realization of goals such as sustainable livelihood, employment and income generation, capacity building and empowerment, poverty reduction, development of production and market chains and so.
THE DIFFERENCE BETWEEN SOCIAL ENTREPRENEUR AND ECONOMIC ENTREPRENEUR

Despite the similarities between the economic and social entrepreneur, there are fundamental differences between the two. Social entrepreneurial organizations are committed to providing a single product or service that causes change in their environment and which is not sufficient for their acceptable financial success. Although some leading economic entrepreneurs help social changes, this is often a secondary objective. Improving the quality of life by creating and introducing new products is one of the commitments of technological and economic entrepreneurial leaders.

Figure 1. Characteristics of social entrepreneur.

Dr. Tal Huber states the differences between social and economic entrepreneurs as follows:

<table>
<thead>
<tr>
<th>Economic entrepreneurs</th>
<th>Social entrepreneurs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Their sources of power are individual skills and knowledge.</td>
<td>Their sources of power are public wisdom and knowledge and experience.</td>
</tr>
<tr>
<td>Focused on short-term financial gains and achievements.</td>
<td>Focused on long-term capacity building.</td>
</tr>
<tr>
<td>There are no limits to their ideas.</td>
<td>Their ideas are limited by their ideals and missions.</td>
</tr>
<tr>
<td>Profit is an end for them.</td>
<td>Profit is a means for them.</td>
</tr>
<tr>
<td>Profit is accumulated or invested for more profit.</td>
<td>Profit is spent for the service of the people.</td>
</tr>
<tr>
<td>Looking for uncharted markets and unsatisfied desires.</td>
<td>Using entrepreneurial behavior for the benefit of the society and public and not for personal gain and income. Looking for individuals and societies that have been overlooked.</td>
</tr>
</tbody>
</table>
9. CONCLUSION

Social entrepreneurs are face with many challenges. The most important obstacles to the development of social entrepreneurship in Iran include: weak laws, lack of knowledge and the ability to start, lack of financial support for social entrepreneurship institutions, weak government policies (acquiring legal license, stability of laws and regulations, tax load and legal requirements), lack of governmental assistance and efficient support (Darestani Farahani, 2010).

Given the obstacles to the development of social entrepreneurship in Iran, if appropriate regulatory supportive policies are developed in this area, the society can make use of the available social entrepreneurial capacities in order to solve the existing problems.

Social entrepreneurship means the innovative destruction of mechanisms, laws, customs, traditions and social relations. In general, entrepreneurship includes value creation, and entrepreneur is someone who can create a value in the society (whether it be material, spiritual, political, cultural or social value). Therefore, social entrepreneurs are those who seek to identify and meet the needs of the society and they put their social credit on the line, and dedicate and sacrifice themselves to fulfill this objective and mission. In any case, social entrepreneurs, just like economic entrepreneurs, are constantly in search of needs and opportunities so that they create a value in the society and reform a defect through innovation, risk-taking and leadership.

Thus, it can be said that entrepreneurship is not a job, but a lifestyle or a culture that affects all the aspects of the life of the entrepreneur, from their worldview and ideology to religion and marriage. So whoever that has these entrepreneurial characteristics is not necessarily qualified to enter the field of business. On one hand, there are those who are active in the cultural, social and political fields and have entrepreneurial characteristics but do not own an economic business. On the other hand, there are several people who own businesses but do not act like an entrepreneur. In general, it can be said that entrepreneurs live a certain lifestyle, look at the world through a special viewpoint and encounter issues, problems and phenomena in a certain special way. They have a special life, and it is possible that they have business or not.

The society needs to increase social capital so that it can ensure its growth and development along with an increase in financial capital, which is provided by the economic entrepreneurs. Social capital is built by social entrepreneurs, so entrepreneurs must be equipped with entrepreneurial skills and spirit to be able to play a crucial role in the process of the development of the society. Social capital determines the interpersonal relations a person has with the other community members. It also provides a basis for the analysis of the sense of community and the extent to which an individual is connected with the other members of the society. The positive effects of this type of capital include: better sharing and transmission of knowledge, trust, a common language, informal relations and collaboration in all of the above cases.

10. PRACTICAL SOLUTIONS

In order to develop social entrepreneurship and also to encourage and facilitate social entrepreneurial activities, the following proposals are presented:

- Financial support centers;
- Social entrepreneurship national-regional planning;
- Reforming the laws and administrative structures;
- Counseling support centers;
- Evaluating and reviewing the development policies of social entrepreneurship.
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Take a Look at the Environmental Education in an Electronic Form from the Perspective of Miller Approaches to Curriculum

Elham Koohi¹, Dr. Seyed Mohammad Shobeiri², Mojgan Mohammadi³, Elahe Koohi⁴, Hossein Meiboudi⁵

ABSTRACT: one of the main ways to recognize the importance of environmental issues and natural resources and ways to preserve and restore them is to reflect them in the textbooks. Indeed curriculum is a means to implementation of environment educations so that students can develop their concepts and environmental perceptions and through this understanding communicate with their daily life and since all aspects of the environment are associated with each other, obtain a knowledge and understanding. This study aims to look at the role of environmental education in an electronic form from the perspective of different approaches of curriculum taken in Iran. In this study, data have been analyzed in a review, qualitative, interpretation and based on available documents. The theoretical framework of this study is based on the views and beliefs that show the positive role of e-learning methods in the field of environment from the perspective of different approaches to the curriculum. The curriculum has approaches that miller placed them in the continuum of behavioral to meta-individual approaches. That is the various approaches in which different approaches based on philosophical and historical foundations, different ways of interacting components of outlined program and the planners for the way of teaching accompanied with the goals, content, teacher, learner evaluation methods, physical environment, timing and rules and regulations draw specific strategies. The results showed that however, in approaches such as behavioral or disciplinary subject, the main focus of the program is based on the topics to develop knowledge or skills. In humanistic and meta-individual approaches the emphasis is on self-actualization and transcendence and spirituality. Accordingly the use of new technology and training in an electronic form is different in the various approaches while some educational experts emphasize development of this type of training, particularly in the environment and they review amount of attention to this type of training as the best way to institutionalize positive habits for learning and having a positive attitude toward the environment they know. While some others only insist on face to face communications of teacher and learner -teaching activities of direct learning for environmental education.

KEYWORDS: Environmental Education, Curriculum, E-Learning, Approaches to Curriculum

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1. INTRODUCTION

Nowadays one of the main ways to recognize the importance of environmental issues and the current era is institutionalized in environmental crisis because the range of the areas of human on environment as a result of increasing population and the need for economic and social development at all levels is developed and increasingly has taken a wider dimension from exploitation and the indiscriminate use of natural resources which threatens the survival of the resources which damage the environmental body. Human in this era of machines has forgotten this fact that he is a member of the cycles of nature and a certain portion of each of these cycles is limited, but unfortunately he has used natural resources wastefully. There has been paid much attention to the environmental education across the world (chaty bakhsh, 2004). Even in the recommendations of around the world union conference for the protection of nature and its resources (Iucn) 1 is, usefulness and emergency training related to environmental issues at all levels and textbooks is shown. Nowadays curriculum and related approaches are a means to implement environmental education so that students can develop their concepts [16] and environmental perceptions and communicate through this perception with their daily life and acquire knowledge about all aspects of the environment that are connected with each other. Teaching and learning and its patterns have been encountering with changes in historical evolution. Entering concepts related to the environment to the texts and providing related approaches in [17] curriculum courses of study makes students from the beginning and formation of his character to change [18] so that they treat environment not only as a lesson but as a human duty and responsibility. In official documents and public education reform the country's 29 year outlook horizon, improvement of customs and life skills, health and environment and the number of education goals have been considered (fundamental transformation document, 2009).

However, different people like Eisner (2002) category ideologies and approaches to the curriculum venture and six ideology curriculum including religious dogmatism, rationalist humanism or rational progress-oriented, critical theory, new concept-oriented and cognitive pluralism is raised. But miller's classification (2000) of curriculum approaches more important is the following two dimensions: author first, miller more specifically paid attention to category theories or approaches to curriculum and tried to clarify looking at the different components of the curriculum in each one. Second, Eisner based on his view about religion and his mental bases has considered classification approaches which Malla paid more attention to his category (khandaghi, 2007).

Natural resources and ways to preserve and restore them is reflected in these textbooks and training is in electronic form. Common mode of coach-apprentice and training old times shows the most important practices and learning skills during the past which in the present time we need it. Development of science and technology, followed by the dramatic developments in the different areas and the industrial revolution, the idea and the thought of ancestors have faced with challenges. The advent of information and communication technology in all facets of human social life and merging the borders and time, the world has become a global village. Easy use of tool instead of man power made thinkers to think deeply about how to take advantage of technology in teaching and learning. The outcome of this mediation and effort was learning through electronic means which later it was called virtual and electronic learning. In fact, technology tools were used for the transfer of knowledge and learning which according to Ackoff it was technology in education, learning that support system. Learning environment over time changed the traditional form to the virtual form. However, since 2002, Iran’s ministry of education is served as broker policy of education and in the process of education reform made decisions to develop it Iran’s schools and in that efforts six thousand high school were equipped with the hardware and ICDL was implemented for teachers (Attaran 2009).

But concern for the development of E-learning practices for professional education remains as serious concerns. However, when assessing the environmental impact of their legal status in the country's policy, developing training on software skills and the official start of its users was started. Educational services are provided in order to promote professional and
practical environmental impact assessment. This study looks to check the status of environmental education in an electronic form according to miller’s approach to curriculum. The question that will be answered here is whether today’s E-learning can be considered as one of the major strategies in recognizing importance of environmental issues natural resources and ways to preserve and revive it through education. Accordingly, in the present study, category of miller in theories range considered curriculum and in each E-learning in terms of the status of environmental education in an electronic form and challenges are discussed. However, some emphasize on the term "virtual education". In this article virtual education is considered education by electronic way. That's why learning is seen in contrast with real training while teaching approach can be considered as real training

2. LITERATURE REVIEW

According to research and studies carried out in accordance with the study of Shobeiri and et al (2009) in research considering the role of virtual education in development environmental education, this study’s data collection is a survey-descriptive study. Research tools are questionnaire and library studies by reading books and domestic and foreign publications blogs, electronic journals, training databases, E-learning environment and interviews with experts in the field of E-learning. According to the research questions using these tools information are collected and have used questionnaires. The main concepts of research are declared and finally society population is examined to clarify "the role of learning in the conception and development of environmental education”. The results showed that using of E-learning in development of environmental education is a fundamental necessity in the development of environmental education and environmental contributions to the development and activities can only be possible through the expansion of communications and technology. It should be remembered that the traditional teaching in this time of rapid progress cannot resolve the educational needs of society alone and environmental education at this time is not pervasive in our country and few web sites for government agencies and private or personal organizations are developed to increase public awareness. We use this opportunity to address environmental aspects and with theoretical and practical knowledge and general level of empirical information and attitude of people by developing advanced communication technologies make a responsible citizen out of a person (palmer et al, 2002). The research showed that environmental education programs in the formal education environment plays a major role in formal education services (kharam por, 2008).

In a study titled “providing a comprehensive model in the field of environmental education” a comprehensive model is drawn about environmental education”. In the results 6 factors effectively became known for environmental education which in order of preference includes sensing-cognitive approach, formal and informal teaching methods, using educational aids, motivate with positive statements, desert education and laboratory method. Ghorbani et al, 2011 in a study checked the role of information technology as a step toward training E-learning in which the results showed education and E-learning as an effective power in social and economic progress has become acceptable and necessary educational system in developed and developing countries to the principal, quickly. On one hand this growth depends on teachers and educators application and internet-based technologies and multimedia technology and on the other hand owes this fact that traditional methods of teaching should be strengthened with new methods (Yari and et al, 2013).

In a research the role of virtual education on reducing training costs from the perspective of teachers and university staff and teachers of Farhangian Pardis Amirkabir university of Karaj (qualitative study) is considered that the results showed education system as one of the society consumer institutions every year dedicates large part of the budget for itself; therefore, identification and having exact programming and providing ways to decrease these huge costs will cause economic development of the country.

Tabasi et al 2010 in a research have examined engagement in E-learning in which the results indicates the rapid and increasing growth of information and communication technology
led changing of different areas of human life like educational system. With the introduction of E-learning as manifestation of information and communication technology influence in the field of education and the process of teaching-learning, the concept of interaction in the process of teaching and learning had wide developments. Osareh et al 2009 in a research have examined the use of E-learning curriculum development in which the results indicated that the curriculum among the main factors determines the success or failure rate of educational institutions. According to the innovations and enormous changes in the field of education creation of change in structure and the development of curriculum is inevitable need. A new approach to E-learning created a great revolution in the area of learning. The digital revolution in the field of education to achieve higher goals requires designing and developing curricula according to the teaching methods and E-learning.

3. THEORETICAL FRAMEWORK

3.1. Environmental Education Necessity Through Electronic Means:

As the speed increases School curriculum is a fundamental necessity and the only solution may be that young and all segments of society due to the rapid approach of the networks, Internet (actively involved in the learning process and learning environment make the opportunity to enter many areas of information technology facilities. The new technology is widely used for educational purposes to take advantage of modern methods of information technology-based learning as e-learning, the use of electronic devices such as computer audio and video, network, etc (using multimedia tools and simulators) for fast transfer of knowledge, information and awareness and can be used for environmental education. (Outlook of country development program No. 13419- 14.03.1333)

Environmental education for children and adolescents has always been a concern in all communities. Although it is possible to teach them how to provide the desired range of electronic transition to the next generation, different views exist. The research shows that the use of VR and virtual environments to help students learn under different conditions. "Bayern", pointed out that the simplicity and naturalness of interaction with objects in a virtual environment makes virtual experience acquisition easier and more profitable than experience acquisition in a real environment.

Unlike the sectional training, environmental training is not possible without program, volition, interaction and collective actions and as many environmental threats, destruction of resources contaminated environment are the result of human activity, there is no doubt that continuous training and targeted E-learning make people familiar with the concepts of environmental concepts, it is possible to have a society with environmental conscience and a future with prosperity, health and independence for the Islamic country.
Figure 1: The combination of E-learning practices in terms of approaches to environmental education curriculum

3.2. Formulation of Effective Strategies for Environmental Education in Iran

The main problem is the need for macro level plan. Apart from students at schools, society, among development planners, administrators of urban affairs organizing and people who are in economic jobs should be involved in continuous environmental education. Therefore, a necessary procedure for public education seems necessary. The use of modern methods of it-based training, entitled virtual learning and e-learning (computer education) is an appropriate mechanism for this purpose. Virtual training is one that we can perform educational goals without the limitations of space and time. In addition to training images, video education, slides, or the use of new technologies including educational software, e-learning on the web and the internet and using multi-user virtual environments and virtual reality, simulation and computer games each of which can be somehow effective for restoration of environmental experiences in real life. One of the means of e-learning environment is implicit learning by television. Given the important role of TV as a considerable media and its influence in giving information the media is a suitable base to give information and environmental issues, can play an effective role. Facilities such as simulating reality make the phenomena tangible and make its understanding possible. Also, useful computer games help indirectly the individual attitude to change and also practice decision making by creating different situations and makes environmental experiences for that person. It should be noted, through this software, environmental skills are also taught. In fact, by virtual and electronic education we can understand well the future of environment, make a positive attitude as a responsible person and get prepared totally. Environmental education should follow these steps:

1. The development of knowledge about environmental issues and an emphasis on the relationship between all components and natural phenomena
2. Strengthening positive mood for students towards the environment future
3. Breeding habits and skills related to the environment and to the realization of the objectives of the curriculum; content should increase capability, skills and the attitudes of the students and must not be on cognitive aspect. (Bayat et al, 2012)

Also, a variety of methods in environmental education should be considered in curriculum and it shouldn’t be merely on cognitive aspects.
4. METHODOLOGY

Current study looks for a look at the environmental education status in an electronic form from the perspective of different approaches to curriculum in Iran, the descriptive method (qualitative) and analysis of documents is used. According to the research method, research community includes all documents, documents and internet resources, library and other resources related to the subject. Obtained data are qualitative; therefore, qualitative analysis in order to analyse the data is used.

4.1 Approaches to Curriculum According To Miller and the Environmental Education in an Electronic Form

Miller, 2000 in ratings of approaches to curriculum and in central format from outer dimensions to internal dimensions referred to Seven behavioural approach and Ability-Oriented Issue-Disciplinary, Social, Growth-oriented, Cognitive, Humanistic and meta-individual And in each of the ideals considered Attitude towards learning, teacher role, attitude toward assessment of learning.

In this article, the environmental education status by Electronic way, is presented:

Provided that: The role of environmental education in an electronic form in Behavioural and ability-oriented approach:

In this approach, Specific behaviour and the ability to react to environmental stimuli is considered as the most important goals and training program in a manner designed for subjects has special attention. It is the training program in the field of environment that is framed sequentially and in every face with the frame sees stimuli and answers as a feedback and may continue his way or because of some mistakes may go back to the old frame in order to regain the ability for keeping on.

4.1.1. Subject-Disciplinary Approach:

This approach in terms of epistemological foundations has some similarities with the previous approaches (Behaviour and the ability-oriented). Because in both of these approaches, learner is served as empty-minded creature that mission of teacher and the education system and one-way transmission of content including skills or basic information is toward him. Accordingly environmental education in an electronic way can range more in the time and place and prepare transfer of basic skills in a group learning and decrease remedy of inputs which are needed to decrease variance for appearance similar learners. In this approach, environmental design and educational software package by teacher and unilaterally is possible and makes evaluation feasible through response to digital drives. Taking advantage of animation and some video software in the field of environment and the possible activation learning senses in all aspects of hearing and vision senses as well as the student movements in interaction with computers or mobile are considered as instrument for assurance in more learning. In addition, fast and explicit computer feedback and personal interactions of students one by one can correct the learning difficulties quickly.
4.1.2. Growth-Oriented Approach:
An overview about environmental education in an electronic form in this approach can use computer and other electronic devices when the learner is in learning environment. Because learning environments in this approach, should be designed in a way that it is not cognitive emotional, moral and religious and there is no stop or delay. Accordingly if emphasis is on interaction of learners in classroom environment or participation in extracurricular activities like visiting the parks, and etc. emotional development and aesthetic aptitude is considered. However, providing individual digital cognitive puzzles or incentives evokes a child's thinking and reasoning and breeding cognitive aspects of learning can be effective but paying attention to horizontal edition curriculum and overcoming integrated approaches to curriculum can challenge this usage and deliver it among learners makes social interaction, teamwork, and training aspects of considered emotional dimension.

Cognitive Approach:
Although this approach can include different perspectives and similar views based on defense of 3 (Karl Braytr), using organized patterns and deductive thinking (David Azobel), lateral thinking (Edward Doyonu) inductive thinking (Hilda Taba) and other views like Floyd Robinson so all of them focus on the development of thinking skills and strengthening cognitive skills. In addition, defenders in this approach like Brayter believe that personal growth of students should be delegated to parents (Miller, 2000, p 159).

Humanistic Approach:
Humanistic approach is rooted on two dimensions of positive self-nurture and growing interpersonal skills and concepts such as empathy, originality, respect, and self-actualization which is further emphasized by theorists of this approach, it seems that utilizing tools like some previous approaches are not considered. Despite these issues, the use of electronic and computer training cannot be totally rejected by this approach. It is also necessary to provide models through videos and digital art. For example, the animation in the field of recycling or present stories and memories which are electronically transmitted to the audience, can achieve the ambitious goals of the program.

Meta-Individual Approach:
To strengthen some basic approaches, as the basis for the activation of endogenous capacities and training all the celestial bodies, subtle childhood is needed. It should not be possible to use individual methods of digital education in this approach completely. Because it views this approach as Waldorf curriculum subjects such as chemistry, physics and biology common issues, ecosystems and can be educational software to develop independent judgment, abstract thinking, and a critical assessment of the benefit.

5. OFFERS
Unstable growth has led poor utilization of resources and environmental degradation. Culture of proper use of resources, is the best solution to deal with the indiscriminate use. The education of children and students in the educational environment of the school is very important and given that training is one of the most influential factors on the development of each country, measures a broad, comprehensive, continuous and inclusive action in order to increase awareness of the environment and is one of the basic ways to introduce the importance of environmental issues and natural resources and the preservation and restoration of the above issues reflected in the texts and curriculum. If we are successful in teaching the concepts of environment, we must have a clear opinion about the position and the role of E-learning curriculum awareness. In teaching, no learning theory and curriculum approach can be accepted as conclusive, and it is only by responding to all the issues of E-learning environment. Therefore, addressing the different approaches to curriculum and students can be given by the circumstances and certain
techniques used for environmental education. This may be matched with one of the approaches to curriculum or combination of them.

6. CONCLUSIONS

Today's environment on planet Earth and the mainstream set of living conditions and human activity has undergone profound changes and sometimes abnormalities has made some consequences to scale destruction and pollution of local, national, regional and international levels. [L9]. This study is looking at the status of environmental education in an electronic form from the perspective of different approaches to curriculum and answers the questions of whether today's E-learning adds the fundamental importance of the recognition of environmental and natural resources and ways to preserve and restore it through education and reflection on these issues in textbooks and curricula to the various components of Howe's approach. [L10] Miller’s emphasis is not the same size. If everything in the range of approaches to provide a behavioural approach and the ability to move beyond the approach is possible, taking advantage of e-learning is reduced. However, it should be noted that in developing curricula in a manner which is not limited to approach, unit variety of approaches according to program context will be interesting. [L11]. In theoretical aspects it is important to identify the precise goals and objectives, audience and his needs, and analysing content from different perspectives, such as perspective of the subject. Accordingly, it is The editing and presentation of films in order to overcome internal and external challenges and to provide the ability to overcome life's challenges based on their software and think about their ability to create, promote self-esteem, self-actualization and effective development and to achieve the ideals, humanistic approach should be followed. The use of audio and video anti-stress software can be a tool for the whole of the person in the path of transcendence and spirituality. If we are successful in teaching the concepts of environment, we must have a clear opinion about the position and the role of E-learning curriculum. In teaching, no learning theory and curriculum approach can be accepted [L12] unless by failing to respond to all the issues of E-learning environment. Therefore, addressing the different approaches of curriculum for students can be given by some circumstances and certain techniques used for environmental education. This may match the approaches of curriculum or combination of them.
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