

An Investigation on Social Communication, Information Processing and Identification of Entrepreneurial Opportunities

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Abstract

This study examines the social networks, information processing and identification of entrepreneurial opportunities in small and medium businesses is allocated. The adjustment of the producer, personal efficacy, the power of entrepreneurship on the relationship between the processor and the coefficient of social networks, information processing and identification entrepreneurial opportunities have been evaluated. In this study, social networks based on previous research, including informal networks, mentors and advisors, family members and close friends and professional associations are. Information necessary to perform this study, 100 questionnaires from owners of small businesses and medium were collected and were analyzed. To check the validity of the questionnaire method Cronbach alpha coefficient alpha, which was equivalent Asfadh (72.6

Index terms— information flow, information processing, social communication, considering entrepreneurship, identify opportunities.

1 Introduction

portunity to identify key components of entrepreneurial process and one of the main factors to survival and success of entrepreneurs is considered. Reviewed and summarized with this study, we can get the opportunity to identify any accident, not as a result. The opportunities can be identified and the search result is analyzed and the detection result. But even entrepreneurs who only recognize the opportunities and search and systematic analysis to identify the opportunities do not; have certain characteristics that it is referred to as efficacy. With factors such as social networks, more attention to information outside the organization, familiarity with the problems and needs of customers and also familiarity with market mechanisms in a particular activity, including the factors leading to this are entrepreneurial alertness. In the current changing world, organizations require for survival and success opportunities are permanently identified opportunities to identify key components of the entrepreneurial process is considered. Special definitions of many famous entrepreneurs, opportunity and understanding of the key components considered entrepreneurial process and the interest due so, how and when an opportunity to reach people, it seems quite natural. Identified two types of opportunities can be diagnosed. The first type, with external factors is stimulated. Opportunities identified in this way, the decision to establish business opportunities before has been identified. Such entrepreneurs searching for opportunities and they are filtering. The second type of opportunity to identify the internal factors is stimulation. These entrepreneurs will gain the problem for it has not been presented or e solution to satisfy the need that has not come and eat only after the decision to establish a business are. Opportunities as we mentioned earlier the main component of entrepreneurship and understanding through the identification and diagnosis of the things they do not recognize others, are carried out. But the difference is the opportunity to identify what is causing this? Entrepreneurs how opportunities are identified? Remit them or recognize? What information resources are used? II.

2 Describes The Issue

Today, countries entered the period of double importance to entrepreneurship have been improved so that economic growth and development of countries directly affected are considering entrepreneurship. Considering the obvious characteristics of entrepreneur's entrepreneurship as alertness, opportunity and sociology and hunting opportunities whereas today's economy is always subject to rapid change, entrepreneurs need to create opportunities for discovery and detection process constantly explore, and identification process, one of the key components of entrepreneurship and the main success factors are among the entrepreneurs. Despite the vital role of identifying opportunities in the entrepreneurship literature on how much material and why the process of entry to identify opportunities not found.

Initial studies to identify opportunities that can be received as a result of any accident is not. The opportunities can be identified and the search result is analyzed and the detection result. But even entrepreneurs who only recognize the opportunities and search and systematic analysis to identify the opportunities do not, have certain characteristics that it is referred to as entrepreneurial alertness. With factors such as social networks, more attention to information outside the organization, familiarity with the problems and needs of customers and also familiar with the market mechanism in a particular activity, including the factors leading to the awareness of entrepreneurship are. In a dynamic economy, ideas, products and services are constantly changing. Congratulations on this work and that the model for coping and adaptation, brings new. Result of small and medium industries development and entrepreneurship in communities because the vast share of GDP, creating employment, women's participation in economic activity, employment and facilitate their economic problems have, have a particular significance.

Statistics show that entrepreneurship is the fact that failed to recognize a profitable opportunity in the startup phase of their business have been failed by identifying further opportunities to grow their business and make their business life cycle soon reached the decline stage.

What ever the mind of entrepreneurship researchers is engaged, this is why some people are working and some not Blessed? Why some small businesses to mid-sized companies are converted and some not? Why some companies become medium to large companies and some are not? Do entrepreneurs and managers have unique features that others have it from. If yes, what is this feature? Entrepreneurs and not necessarily all have this feature? Non-working and whether there are Blessed to have such features, but attempts to identify and exploit the opportunities they had not?

The role of entrepreneurs, to alert them about the opportunities that have remained unknown so far is on. Identify opportunities to understand the possibility of creating a completely new business or create the possibility of substantial improvement in a business location is available, in both cases the potential profitability of a new lead. Identified two types of opportunities can be diagnosed. The first type, with external factors is stimulated. In identifying these opportunities, decided to establish business opportunities before has been identified. Such entrepreneurs in search of opportunity and they are filtering. The second type of opportunity to identify the internal factors is stimulation. These entrepreneurs are the problems to come for it or e solution has been presented to satisfy the need that has not come and eat only after the decision to establish a business is. ??ut

3 Literature Review

The literature review, the cash from existing knowledge on the subject research. Literature review, if properly done better to express the problem and assist research findings to previous research linking. Literature review will meet the following purposes: A) definition and reservation issue B) placing research findings in the context of previous research C) avoid duplication D) Select methods and tools to measure more accurately a) The role of social and communication networks

The role of social relations and networks to identify opportunities in one of the problems that long have been considered before. What kind of social communication to identify opportunities and leads are being identified opportunities of social communication in comparison with the opportunities identified by entrepreneurs with their advantages and what are the differences in process research often has been studied. In most classic role of written communication and familiarity of the poor around the emphasis is to identify opportunities. The role of the weak links that bridge enables entrepreneurs to access information resources that necessarily through strong relationships and close acquaintances are not available. Most people everything about networks that are closely associated with them (such as close friends and acquaintances), but the networks know that they have poor communication (Acquaintances away) often have no place in their internal cycles. While many acquaintances far more that are due, can be a unique resource information. Another reason that social networks should pay more attention has weak links showed that the different ways to personalize the information in a group of his close friends and acquaintances has access (however, one group will pass the information be). But a lot of ways to access information in a social group with no individual associated with the weak and therefore requires more attention. Closely associated with poor social networks with the other person has an advantage of familiarity with the various theories about a subject.

Several investigations that went on to mention some of them will, have shown that knowledge about a field, a factor in identifying opportunities to sue. An entrepreneurial environment, the market should have a good view, forces of the market for servers and identify critical factors and influences on these components know each other.

Previous knowledge makes creating a collection of knowledge is the path towards discovering entrepreneurial opportunities opens.

Tuesday, after earlier in the process of knowledge discovery opportunities are important roles: A) previous knowledge about the market B) previous knowledge on how to meet market C) knowledge about the problems of previous customers Although awareness of entrepreneurship and networks can be effective access to information entrepreneurs, or our customers aware of a problem or a need not satisfy them alone is not sufficient for entrepreneurship. Creativity is one of the necessary elements to identify and use opportunities to sue. In one of the studies in this field, 99% of entrepreneurs who respond with "creative being an important factor for identifying business opportunities to sue," e have agreed.

4 IV.

Objectives And Hypothesis a) Goals A-determine the impact of unofficial industrial networks (as a source of information) on identifying opportunities B-Determination of impact rely on identifying opportunities to coach C-determine the impact of professional and community participation in identifying information on opportunities D-Determination of impact rely on family members and close friends the opportunity to identify E-Determination of efficacy of individual entrepreneurs on the information on the impact of community resources to identify opportunities. And -determine the pattern of mental patients on the social impact of information resources on opportunities identified. F-factor determining the impact of entrepreneurship and information processing on the data sources to identify opportunities.

5 b) Hypothesis

Hypothesis 1 : The more informal social networks of entrepreneurs in the industry as a source of information used to higher levels, they are more likely to identify opportunities for business to work. Hypothesis 2 : entrepreneurs to higher levels in the industry as a coach or field help it had relied, the more likely opportunities for their business will be discovered.

Hypothesis 3 : The entrepreneurs rely on family and close friends to identify business opportunities for their positive impact will be.

Hypothesis 4 : The more people in the professional community (conferences, seminars, ...) to participate, they are more likely to get opportunities and recognize their work.

Hypothesis 5 : The Impact of Information on the opportunity to identify entrepreneurs with personal efficacy than the entrepreneurs are the personal efficacy are lacking; different. Hypothesis 6 : The Impact of Information on the diagnosis of mental model of opportunity for entrepreneurs who are more regular than entrepreneurs who lack a regular pattern are subjective; different.

Hypothesis 7 : The Impact of Information on the opportunity to recognize entrepreneurs who have entrepreneurial coefficients are higher than that entrepreneurs are no coefficients above entrepreneurship; different.

V.

6 Analysis Of Research Hypothesis

Main theory research: information and communication and information processing power of recognition, opportunity discovery and creation has a positive effect. .

Between community resources information and identify opportunities correlation does not exist.

Between community resources information and identify opportunities correlation exists. Considering that significant levels obtained (0.000) smaller than the error rate (0.05) are therefore assume H0 is rejected, and certainly with 95 percent stated that social resources, identify opportunities, information has a positive effect.

b) Prove the first sub-hypothesis Any industrial entrepreneurs from informal networks as a source of information used to higher levels, they are more likely to identify opportunities for business to work.

7 Reliance on informal networks between industry and identify opportunities no correlation

Reliance on informal networks between industry and identify opportunities correlation does not exist.

8 Independent variable Dependent variable

9 Reliance on informal networks of industrial

Identify opportunities Y Significant level 0.000 Correlation 0.689

Considering that significant levels obtained (0.000) smaller than the error rate (0.05) are therefore assume H0 is rejected and safely as possible 95 percent stated that informal networks of industrial entrepreneurs as a source of information to higher levels to use , likely opportunities to identify their business. c) Prove the second sub-hypothesis Entrepreneurs to a greater level trainer and consultant in the field of industry or help it had relied, the more likely opportunities for business will discover their work.

Reliance between the coach and the opportunity to recognize there is no correlation Reliance between the coach and the opportunity to recognize there is solidarity. Considering that significant levels obtained (0.000) smaller than the error rate (0.05) are therefore assume H0 is rejected and can be 95 percent of entrepreneurs said that much more of a coach or consultant in the field of industry or rely on help it have, the more likely opportunities for business will discover their work.

10 d) Prove the third sub-hypothesis

Rate of entrepreneurs to rely on family and close friends the opportunity to identify their business will have a positive impact.

Between relying on family and close friends and there is no correlation detection opportunities.

Between relying on family and close friends, and identify opportunities correlation exists.

11 e) Prove the fourth sub-hypothesis

The more people in the professional community (conferences, seminars, ...) to participate, they are more likely to get opportunities and recognize their work.

Between participation in professional communities and identify opportunities there is no correlation.

Between participation in professional communities and identify opportunities correlation exists. Considering that significant levels obtained (0.000) smaller than the error rate (0.05) are therefore assume H0 is rejected and can be confidently stated that 95 percent of what most people in the professional community (conferences, seminars and ...) to participate, the more likely opportunities for businesses to recognize their work. f) Fifth sub-hypothesis proved Impacts of information on community resources for entrepreneurs who have the opportunity to identify personal efficacy are more than entrepreneurs who lack personal efficacy.

Impact of information on community resources for entrepreneurs who have the opportunity to identify personal efficacy, no efficacy with which entrepreneurs are equal.

Impact of information on community resources for entrepreneurs who have the opportunity to identify personal efficacy, no efficacy with which entrepreneurs are not equal. Significant given that in all cases smaller than the test error rate (0.05) can be claimed is therefore a positive relationship between these variables are also considering following calculations personal efficacy variable (X5) on the relationship between the independent variable of social resources information (X) and the opportunity to recognize dependent variable (Y), is negative and H0 is rejected. $X Y -(X X5) * (X5 Y) = (0.22) -(0.721) * (0.66) = -0.25$ g) Six sub-hypotheses prove Impact of information on community resources for entrepreneurs identify opportunities that are more structured mental model of entrepreneurs that is more structured mental patterns are lacking.

Impact of information on community resources for entrepreneurs identify opportunities that are more structured mental model, and entrepreneurs who lack structured mental model are not equal. $H_0 : 1 H_0 : 0 H_0 : 1 H_0 : 0 H_0 : 1 H$

Considering that a significant level of testing in all cases smaller than the error rate (0.05) can be claimed is therefore a positive relationship between these variables exists. And also vary according to the calculations under the mental model (X6) on the relationship between the independent variable of social resources information (X) and the opportunity to recognize dependent variable (Y), has a positive effect and assume H0 is rejected.

$X Y -(X X6)*(X6 Y) = (0.491)-(0.667) * (0.30) = 0.29$ h) Prove the hypothesis minor seventh Impact of information on community resources for entrepreneurs identify opportunities that have a higher coefficient of entrepreneurship is that entrepreneurs are no more coefficients are high entrepreneurship.

Impact of information on community resources for entrepreneurs identify opportunities that are a factor with higher entrepreneurial entrepreneurs entrepreneurship are high that no coefficient is equal. Impact of information on community resources for entrepreneurs identify opportunities that have a higher coefficient of entrepreneurship that entrepreneurs are no coefficients with high entrepreneurial are not equal. Considering that a significant level of testing in all cases smaller than the error rate (0.05) therefore can be claimed between these variables are positively and also varies according to the following calculation coefficient Entrepreneurship (X7) on the relationship between the independent variable community resources information (X) and the opportunity to recognize dependent variable (Y), has a positive effect and assume H0 is rejected.

12 Research Results

13 I I Results

14 II Results

Trainers and consultants on the impact of entrepreneurs are diagnosed by chance. With coaches can draw attention to the importance of entrepreneurs emerging trends and changes (such as changes in technology, markets, government policies, ...) and through the transfer of frames to interpret complex information to entrepreneurs in developing a cognitive framework for identifying opportunities to help . In other words, educators, entrepreneurs towards new business opportunities are smart and recognize them for their entrepreneurial facilitation.

15 III Results

Rate of entrepreneurs to rely on family and close friends the opportunity to recognize their work will not affect business. According to previous research as well as relying on family networks and close friends to learn about the opportunity to identify opportunities is ineffective. In fact, although close friends and family networks play an important role in various aspects of entrepreneurial process are (eg, emotional and financial support for the entrepreneur to take the decision to begin the process, is important), but such people often lack the knowledge and experience of informal networks of industrial are less than informal networks of industrial entrepreneurs in preparing the information will help identify opportunities.

16 IV Results

Participation in professional gatherings (conferences, seminars, ...) on the impact of entrepreneurs is diagnosed by chance. path analysis results also indicate that participation in professional

1 communities of personal efficacy, mental model of entrepreneurial individuals and also affects the coefficient. Results have suggested that one of the mechanisms through which social resources, information, professional societies, particularly, facilitate the recognition opportunities, they reinforce efficacy, encourage growth and develop good mental models Informal networking opportunities by entrepreneurs to identify the industrial influence. Previous research on the effectiveness of social networks to identify opportunities shown. More research on this social network as a whole, but further research was focused in 2006 was revealed, the two networks to social networks and informal network of industry friends and family are divided. The results indicate a positive impact on industrial informal networks is the opportunity to recognize. The results also show that between detection rate and the opportunity to attend informal networks of industrial relations are positive and significant. Higher level of specialist knowledge in industrial informal networks than the general social networks increases the impact of these networks is the opportunity to recognize.

17 V V Results

Impacts of information on community resources for entrepreneurs who have the opportunity to identify personal efficacy are more than entrepreneurs who lack personal efficacy. Based on research findings, personal efficacy, positive and significant correlation (correlation coefficient 0.817) with detection has the opportunity. According to regression test results, the variable information on the relationship between social resources and the opportunity to identify effective, but the share has a negative impact.

Findings of this study shows, those with high efficacy less information from others, such as trainers and advisers, informal networks come from industrial and professional associations, have relied.

18 VI Results

Impact of information on community resources to identify opportunities that entrepreneurs have a more regular pattern than intellectual entrepreneurs who lack mental patterns are regular. The results show the pattern of positive and meaningful relationship mentally (with correlation coefficient 0.628) with detection has the opportunity.

19 VII Results

Impact of information on community resources for entrepreneurs identify opportunities that have a higher coefficient of entrepreneurship is that entrepreneurs are no more coefficients are high entrepreneurship.

Identify opportunities and review of literature shows that research conducted since the coefficient of correlation between entrepreneurship and opportunity recognition, and the effect on the entrepreneurial process factor can be, has not been studied. In fact, in the present study, the first time, the impact factor of social entrepreneurship on the relationship between sources of information and identify opportunities have been examined. The results show the positive impact of this variable on the relationship between community resources and identify information is opportunity.

Moreover, the results show that the coefficient of entrepreneurial opportunity recognition as a significant positive correlation (correlation coefficient 0.451) is. Point that it should be noted here is that often certain units or individuals in connection with any liability companies are responsible for these groups, officials of these units to be justified in relation to the importance of networking and improve communication with suppliers, and distribution channels. .. The key point in communication is useful for information. Therefore, managers must respect the division of tasks and delegation to the right authorities to the Company its manufacturing networking with community resources and information to lead in this regard closely with employees and parts of the company most associated with the external environment, like Sales and marketing employees have.

20 VII.

21 Researcher Offers

-Empowering human resources in order to improve the infrastructure necessary for interactions in the present century. -Increased presence in scientific conferences and seminars related field activities, especially meetings in which new developments or specific industries and offer is being discussed. -Increased presence in courses and workshops related to increased activity and participation in specialized exhibitions of national and international activities related areas, -Increased presence in exhibitions held carefully activities that have direct contact with the area. -Membership and active participation in associations, unions and related activity areas.

-Membership in professional groups, academic and scientific associations related to membership in professional associations and international communities -Formed between agent networks, especially large firms that take advantage of larger firms experience for novice entrepreneurs provides the possibility of communicating with more experienced guild who can coach and consultant roles in the areas of business have, provides.

22 VIII.

Resources ^{1 2}



Figure 1:

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have been developed (well grown) and increasing the c) students and faculty and other researchers	Relationship between ICT resources and entrepreneurial
coefficient of entrepreneurship. - Used as a training aid in teaching students	intention
-Use the Entrepreneurship Development Consulting -Use for advice on creating new business -Reflection on the concept of open opportunity and opportunity Biology -Used in meetings and conferences -Use basic theoretical literature on research next d) policy makers and executives responsible for national economic and social development sectors -Practical information to improve mechanisms for the emergence of community-level opportunities -Improved mechanisms to increase opportunities for entrepreneurs and more support and broader entrepreneurs	Relationship between previous knowledge and identify opportunities Process review the differences between entrepreneurs identify opportunities Comparison between the opportunity to identify emerging and established entrepreneurs Relationship between detection time and other business-related activities, including export and marketing Causes closure of small and medium enterprises Industrial Estates closed; and the role of Susie the opportunity
e) various industries -	Relationship between failure and failure to identify early opportunities in enterprises closed Relationship consciousness by identifying opportunities for entrepreneurship Entrepreneurship b) suggestions for policy makers -Creation of industrial clusters: creating industrial clusters is one of the best solutions that can call and interactions between natural and legal persons in terms of quality and quantity improve. Cluster formation among small and medium enterprises, in addition to other benefits that occurs, the flow of information between these agencies will facilitate. Industrial informal networks are strengthened. Presence of professionals in industrial clusters can help beginners to people, allowing for the needs assessment study and training courses, seminars and workshops related to their problems is also provided in this way. -Set up counseling centers and advisory services with industry experts who can present the role of trainer and consultant in the areas of information,

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