

# Presentation of Self-Employment Services Paradigm and Entrepreneurship in Supporting Organizations

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## Abstract:

Entrepreneurship is a symbol of effort and success in business and entrepreneurs are the pioneers of business success in the society. The issues related to entrepreneurship and self-employment are well-known in today's world especially in developing countries. In addition to various social groups, self-government employ self-employment as a solution to some problems of employment and reducing unemployment and mitigation of economic and social consequences. This issue is that supporting organizations seek to reduce unemployment in the society as well as covering the poor and disadvantaged segments of society which is in line with their realization. This study aimed to provide a Self-Employment Services Paradigm model and entrepreneurship among the supporting organizations. The statistical population of this study is 11 experts and elite in the field of job creation and entrepreneurship that were selected as the sample using snowball method and theoretical saturation method. Semi-structured interview data collection instrument. The paradigm model extracted in this research includes: 1- core, self-employment and entrepreneurship. 2- Causal conditions include: resource management (environmental dimension), business-entrepreneur characteristics, service quality, inter-organizational capabilities 3- Strategies including economic factors (customer orientation) 4- includes agency factors, social factors and 5- the confounding factors including; financial resources and nature of 6- axis support organizations (labor and entrepreneurship).

**Keywords:** Paradigm Model; Service; Self-Employment; Entrepreneurship; Support-Oriented.

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## Introduction and statement of the problem:

Supporting organizations have been created to support the vulnerable segments of society and play a major role in economic mobility, support and financing for entrepreneurial activities that benefit

the poor and needy and covered people. One of the most important capabilities of self-employment support organizations is self-employment assistance in order to reduce unemployment of the covered individuals in the form of job-creation and self-sufficiency plans, which increase the number of applicants every year. The Employment and Self-Sufficiency Department of Support Organizations aims at 1- Promoting Cultural Awareness and Professional Skills of Social Workers 2- Increasing the Economic Power of Talented Individuals and Families to Full Self-Sufficiency So that the effects of Poverty and Deprivation of Individual Life and Return 3- Creating a Culture of Entrepreneurship and Trying Social Workers to Address Better Life (Alimarman et al., 2019). Entrepreneurship is increasingly important in economic growth and industrial development process in developed and developing countries. Miniaturization of organizations, privatization of economy and global competition based on agility, creativity and innovation are changes that appear globally and enhance the role, 2018 and necessity of entrepreneurship (Naderi and Saif Naraghi, 2018: 14-16). In recent years, due to the approaches of global policy makers to the emergence of new entrepreneurs and receiving positive economic, political, social and cultural feedback from this policy in Iran, scientific societies, universities, companies and even state organs have introduced to the important role of empowerment, self-employment and entrepreneurship. This is important even for policy makers who are at the highest level of entrepreneurial activity in the country. Because it increases innovative activities, increases competition, creates jobs. (Alexander and Pigneur, 2017: 152-157).

### **Theoretical Foundations:**

#### **The concept of self-employment**

Self-employment refers to those businesses in which receiving, remuneration, or remuneration depend on the benefits received, and the employees in such positions make operational decisions and are responsible for the recovery and well-being of their business unit. In other words, all those who work for themselves and for their account and do not have economic citizenship of employers, whether governmental or private, are considered self-employment. In such jobs, the income of the employees is not constant despite the salary increase and depends on the profitability of the relevant activity (Mehrmanesh et al. 2016: 36). Humans have self-control and self-regulatory system and control their thoughts, feelings and behaviors. They have a determining role on their own fate (Shahriyor Shahriyor, 2019: 13-15). People with self-control experience less uncertainty, because people are afraid of events without control and are thus uncertain of them. A person with a high self-discipline shows more persistence and resistance to assignments, and the orientation is encouraging, and a person with low self-employment is likely to show the avoidance and bias of eating and performing an incomplete task. (Simpson, 2017: 58-61).

#### **The concept of entrepreneurship**

Entrepreneurship is one of the most important potential economic resources, increasing productivity, goods and new services. Today, after experiencing different development models (e.g. exo, endogenous, industrial and etc.), has been the latest development model based on entrepreneurship. The importance of this is so far as Schumpeter calls entrepreneurship the development engine (Timmers, 2019: 25-30). Entrepreneurship refers to the process of creating new value (material or spiritual) through a committed effort considering the risks involved. The word “entrepreneurship” is a new word that cannot be understood from the word. In other words, there is not yet a precise equivalent for the transfer of “concept” of entrepreneurship in Persian, and often the term “entrepreneurship” misleads the listener into it. But among university

professors, students in economics, management and some scientific circles, the term is somewhat muted (Grandinetti, 2018: 54-60). Entrepreneurship is a process or concept in which an entrepreneur with new and creative ideas and identifying new opportunities, mobilizing resources to create new business, new and innovative development organizations. This is combined with acceptance of dangers, but often leads to the introduction of a product or service to society. So "entrepreneurs" are the agents of change that sometimes result in astounding improvements (Bong, 2019: 180-185). This introduction explains the purpose of this study.

The objectives of the research include: 1. Identification of codes and free components in the self-employment service model and entrepreneurship among the supporting organizations. Identification of codes and axial categories in self-employment service model and entrepreneurship among support organizations. 3. Identification of codes and free categories in self-employment service model and entrepreneurship among support organizations. Providing a model and final Self-Employment Services Paradigm and Entrepreneurship among Support Organizations

### **Background:**

Many researches have been done in this field such as: In this article, Najar Zadeh Noshanabadi (2012) identified the role of productive and unproductive entrepreneurship in economic growth components of entrepreneurship and innovation. Kaveh Pishro (2016), in the article Investigating the Importance of Entrepreneurship Training in Self-Employment Development, identified features of Automatic Training and its Importance in Self-Employment Development and Unemployment Reduction. Ghorbani and Hosni (2016), in the paper studying the relationship between banking facilities and self-contained projects using multi-level modeling (Mazandaran province case study), listed non-significant components of the relationship between incoming facilities and the success of self-employment projects. Abhishek Dwivedia, Jay Weerawardenab (2018), in the Visualization and Operational Structure of Social Entrepreneurship article, after reviewing 507 organizations with a U.S.-based social purpose, listed five dimensions of innovation, activation, risk management, effective orientation and social mission orientation. Zoltan J. Acs & Saul Estrin & Tomasz Mickiewicz & László Szerb (2018) in Entrepreneurship, Institutional Economy and Economic Growth Paper: Ecosystem Perspectives highlighted the key role of efficiency in Linstein's growth (1968), claiming that most scholars of growth theory did not consider the role of entrepreneurship, but instead focused on human capital and endogenous growth theory, research and development and innovation. Sadiku-Dushi, Léo-Paul Dana, Veland Ramadani (2019), in the article Dimensions of Entrepreneurship Marketing and SME Performance, Respondents are Safe from Risk Taking. In addition, they have no desire to be active, innovative and customer-oriented.

Nasser Alqahtani, Can Uslay (2020) in Enterprise Entrepreneurship & Performance Marketing Paper: The authors of this paper have reviewed the progress of this research area, conceptualization of entrepreneurial marketing, and the composition of research history that originate from marketing research streams - entrepreneurship. Authors have introduced a definition of entrepreneurial marketing and its related conditions that improve organizational performance. The moderating effect of network relations (i.e. size, diversity, and power), environmental variables (market turbulence, technology turbulence, competition intensity, supplier power, and market growth), and the size of the company on entrepreneurial marketing are explained by presenting several proposals based on the proposed conceptual framework (Cherisse Hoyte(2020) in the

Entrepreneur Essay: A question of personality structure? The focus of this paper is especially on artisan entrepreneurs and shows that pacifist personality trait is important in decision making for starting a cultural business. It has been suggested that industrialists have characteristics of being renewability and accepting innovations which are integral characteristics of regional development.

### History

By reviewing previous studies, it can be found that there was more focus on entrepreneurship structures in organizations, or researchers have focused on dimensions and components of organizational entrepreneurship. The general model for generalization has not been achieved in all organizations and institutions and also work on entrepreneurship and self-employment in supporting organizations. Since supporting organizations have been applied to organize the vulnerable spectrum of society, the importance of these organizations in research has not been clearly explained. This study has been done in order to identify the gaps.

### Methodology:

The research is classified as exploratory studies because of its nature. Also, this research is applied in terms of research objective. Applied research is applied research that uses theories, legislations, principles and techniques developed in fundamental researches to solve executive and real problems. In terms of research strategy, it has an inductive strategy. The path of motion is exploratory mixed based on the nature of research data. The statistical population of this study includes professors, experts and experts in Tehran who are considered in the field of entrepreneurship and entrepreneurship and research subject. In this study interview, according to the researchers or the interviewees who are somehow responsible for the research, are interviewed as experts. These interviews are done in a number of ways to provide the researcher with sufficient information to design the model. In this stage, first a number of professors with experts in the field of research have been identified and then later, using the snowball method, the learned professors are selected. Therefore, theoretical saturation method is used for interview to determine statistical population. The data collection tool was semi-structured interview in this study. In order to reach the pattern of quality method after 11 interviews with different persons, we reached the saturation of the samples in terms of sampling quality.

### Results:

The research data were analyzed through coding process based on the theory's systematic design of phenomenology. Coding is an analytical process in which data is conceptualized and interconnected to form the theory. Data analysis in this process is not independent of the collection and sampling process. In the research design, phenomenological theory of the stages of data analysis is carried out through open, axial and selective coding.

### Open coding

At this stage of research, the concepts and key points gained about the management of the customer's experience on the brand dependency were identified through the theoretical literature study process and the research and interview background. In this section, 100 Gauss was obtained. Data were collected using checklist and analyzed using interviews with employees.

**Category 1: economic dimension**

This category means knowledge about customers, customer satisfaction, focusing on customer needs, recognizing customers' needs and demands, building personal relationships with customers, continuous contacts with consumers and providing and improving the product according to consumers' opinions; Therefore, the conceptual categories of knowledge about customers, customer satisfaction, focusing on customer needs, understanding customer needs and demands, making customer relations, continuous contact with consumers and offering and improving the product according to customers' perception.

**Category 2: Peripheral dimension**

The category of the environmental dimension is the organization of resources, resource efficiency, resource control and quality promotion of human resources; Therefore, the conceptual categories of resource organization, resource efficiency, resource control and quality improvement of human resources are the issue of resource management.

**Category 3: Funding**

The category of financial resources means available capital, international financing and access to foreign currency resources; Thus, the concept categories of available capital, international financing, and access to currency resources form the category of financial resources.

**Category 4: social factors**

The category of social factors is environmental considerations, social acceptance, relevant group satisfaction and increasing social interest; Thus, conceptual categories of environmental considerations, social acceptance, relevant group satisfaction and social benefit are the category of social factors.

**Category 5: institutional dimension**

The institutional dimension is the government's macro policy, stable environmental conditions, facilitating exports and providing infrastructure; Thus, institutional conceptual categories, stable environmental conditions, facilitating exports and providing infrastructure constitute the issue of state policy.

**Category 6: Enterprise Enterprise Features**

The enterprise enterprise enterprise enterprise features its corporate reputation, enterprise size, intelligent technology use by the enterprise, the existence of R&D unit, corporate branding, enterprise goals, corporate absorptive capacity and organizational culture. Therefore, corporate reputation categories, enterprise size, intelligent technology use by the enterprise, the existence of the research and development unit, corporate branding, enterprise goals, the capacity to attract knowledge and entrepreneurial culture constitute the category of enterprise enterprise enterprise organizational characteristics.

**Category 7: Features of Enterprise Employees**

The characteristics of the employees of an entrepreneur organization are the academic education of the staff, team cooperation, knowledge of staff, employee production skills, self-efficacy, employee resilience, competitive intelligence, employee problem solving ability, achievement and

bearing of employee ambiguity; Therefore, the conceptual categories of employees' academic education, teamwork, employee knowledge, employee productivity skills, employee self-efficacy, employee resilience, problem solving ability, achievement and ambiguity are the characteristics of the enterprise workers.

#### Category 8: Enterprise Managers Characteristics

The characteristics of the managers of an entrepreneur organization means to have a reputation, popularity and acceptance rate, create events, create planning strategies, supervision and control, entrepreneurial mentality, entrepreneurial attitude, risk-creating, creating value, identifying entrepreneurial, creative and creative opportunities, having business intelligence and independence. Therefore, conceptual categories of reputation, reputation, popularity and status, creating events, developing planning strategies, monitoring and control, entrepreneurial mentality, entrepreneurial attitude, risk-creating, value creation, job creation, creative and creative opportunities, having business intelligence and independence are the main features of the managers of the enterprise.

#### Category 9: service quality

The category of service quality means developing new services, improving the competitive position of service, having a history of service quality.

#### Category 10: Inter-organizational capabilities

Within-organization capabilities are the creation of personal relationships with personnel, personal relationships between employees, friendly meetings with staff, and non-social communications; Therefore, the concept categories of intimacy and building personal relationships with employees, personal relationships among employees, friendly meetings with staff, and non-organizational communications are the category of inter-organizational capabilities.

#### Category 11: employment

"Employment means increasing employment, production and employment; Thus, conceptual categories of increasing employment and production and employment form the category of employment. In this section, the information obtained from interviews with 11 experts who have been subject to 17 categories are given separately in table 1:

Table 1: Categories and concepts extracted from interviews

Category 1: Economic dimension	
	Having knowledge about customers
	Customer satisfaction
	Focus on customer needs
	Recognize the needs and demands of customers
	Proximity and building personal relationships with the customer
	Continuous contact with the consumer
	Provide and improve the product with the opinion of consumers

Category 2: Environmental dimension	
Concepts	Organize resources
	Resource efficiency
	Resource control
	Improving the quality of human resources
Category 3: Financial resources	
Concepts	Available capital
	International financing
	Access to foreign exchange resources
Category 4: Social dimension	
Concepts	Environmental considerations
	Social acceptance
	Satisfaction of related groups
	Increase social benefits
Category 5: Institutional	
Concepts	Macro policies of the government
	Provide stable environmental conditions
	Export facilitation
	Provide infrastructure
Category 6: Characteristics of the employees of the entrepreneurial enterprise	
Concepts	Staff university education
	Teamwork
	Employee knowledge-oriented
	Staff production skills
	Employee self-efficacy
	Employee resilience
	Have a competitive intelligence
	Problem solving ability
	Success
	Tolerance of ambiguity
Category 7: Characteristics of Entrepreneurial Managers	
Concepts	Having a reputation
	Reputation and acceptance rate
	Create events
	Develop planning, monitoring and control strategies
	Entrepreneurial mindset

	Entrepreneurial attitude
	Risk-taking
	Creating value
	Identify entrepreneurial opportunities
	Be creative and innovative
	Having business intelligence
	Independence
<b>Category 8: Product quality</b>	
Concepts	Service development
	Improving the competitive position of services
	Having a history of service quality
<b>Category 9: Internal Organizational Capabilities</b>	
Concepts	Proximity and building personal relationships with employees
	Personal relationships between employees
	Friendly meetings with staff
	Non-administrative communication
<b>Category 10: Market Performance</b>	
Concepts	Ability to respond to competitors
	Increase the company's market share
	Expand the corporate market
	Ability to control the market
	Ability to select the market
<b>Category 11: Employment</b>	
Concepts	Increase employment
	Production and employment

In the next step, the same categories were tried to be placed in the main themes, based on the concept of common categories, the themes were extracted in more abstract concepts. After preparing a table of initial concepts and categories as a first step for qualitative analysis of the information obtained from interviews, to complete the process, the concepts obtained at a higher level and more abstract in order to achieve the main themes were grouped. After comparing the grouped categories, the related categories were classified into one general topic. General titles of the related theories or concepts derived from the research literature were considered as general titles for each subject.

axial coding

As mentioned, in the axial coding section, the obtained codes in the free coding sector are and related codes are classified into or larger category. After preparing and setting tables as a part of

qualitative analysis of data obtained interview, to complete the analysis based on free coding, the concepts obtained at higher levels and more to obtain categories were grouped.

### **Selective coding**

In the selected coding stage of this study, the relationship between main category and other categories was identified. In this stage, the main and sub-categories were related to development of theoretical concepts to provide a model for self-employment services and entrepreneurship in support organizations. Finally, the role of extracted categories in the form of a paradigmatic model was determined.

### **Final pattern**

Pivot category: self employment and entrepreneurship. This is the main event or event that is the result of interaction between different conditions. In this study, self-service and entrepreneurial services are considered as focal phenomenon or core category. Causal condition: resource management (environmental dimension), enterprise characteristics, service quality, interorganizational capabilities. Causal conditions are a set of events and conditions that affect the central category. Ali's conditions are events and incidents that precede the dominant phenomenon in terms of time. These conditions create and develop the phenomenon or the axial category. Among the existing categories, "Resource Management (Environmental Dimension), Enterprise Characteristics, Quality of Services, Inter-Enterprise Capabilities" are considered as a main factor that has an active role in providing a model for self-employment and labor services in NGOs and so that these factors are not provided, therefore, a model for enterprise does not exist in organizations. Strategies: Economic Factors (Customer Orientation). The strategies in the context-based approach are targeted actions that provide solutions to the phenomenon that leads to outcomes and results. The most important strategies adopted in this study are: Customer orientation. Background: social factors and institutional factors. The underlying condition is the set of conditions that provide the context of the phenomenon and influence the behavior and actions. The substrate condition affects the axial category and the resulting results. The bed conditions in the present study include social factors and institutional factors. Interventionist conditions: financial resources and nature of support organizations. Interventionist conditions are structural conditions that belong to the phenomenon and affect strategies. The intervening conditions limit or facilitate the strategies within a specific context. In this study, the financial resources and nature of the supporting organizations have been considered as the intervening conditions of the paradigm model. Outcomes: employment and entrepreneurship. Outcomes are results that are obtained from strategies and actions related to the phenomenon. Whenever an action is chosen in response to a matter or problem or to manage and maintain an position by an individual or group, there are consequences. Some of these outcomes are wanted and some are unwanted. The results of this study are as follows: Employment and entrepreneurship are visible in the following forms.

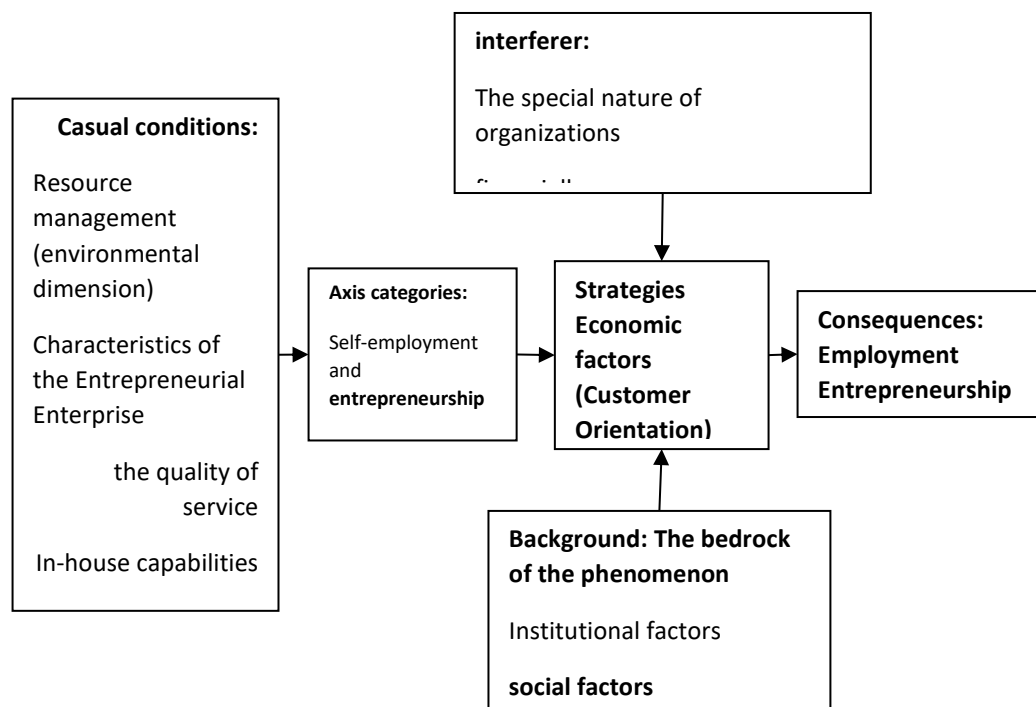


Figure 1- Paradigm model

### Discussion and conclusion

By empowering them through entrepreneurship trainings, it can have a serious impact on overall economic output and entrepreneurial initiatives and activities. With particular attention of governments on human empowerment, entrepreneurship is growing directly and indirectly for major investments in existing small businesses (Naderi Mahdi, 2014). This trend is supported by the fact that entrepreneurship can play an important (even vital) role in future economic growth and employment, and it is claimed that entrepreneurship training can play a vital role in developing more and more capable entrepreneurs (Anderson et al., 2019). Self-employment Most places are responsible for providing and managing their own benefits, including health, retirement savings and vacation pay, a very heavy responsibility (Bodley et al., 2013). With the exception of unstable income and lack of guarantee for success, the need to manage different areas for the self-employed may cause them to feel that they cannot do work (Karimi et al., 2016).

In the economic dimension of entrepreneurship, according to the experts interviews, results can be realized that to create and develop entrepreneurship, infrastructure must be provided, especially soft infrastructure, which includes facilitation and correction of laws and regulations, including labor law and customs laws, investment security, freedom of choice, explanation of wealth culture, explanation of entrepreneurial culture and creation of solid platforms for entrepreneurship implementation. Rapid changes in technologies bring about turbulent conditions in global markets and transforming firms' resilience and innovation into conditions for business and sustainable survival. In such conditions, creating an enabling environment for the emergence and growth of new innovative businesses and entrepreneurial activity is the critical task of policy makers in the country to achieve economic growth and prosperity. In an environmental dimension, 1. The government's need to implement the national model of creating business windows in order to

speed and facilitate business licensing processes 2. Identifying business rules and regulations to remove or modify them 3. Designing and arranging "Road Map of Investment and Employment" according to the relative and competitive advantages of supporting organizations and national and local models of land transportation as a vital artery 4. Creating a comprehensive business market information system in order to meet the needs of job-seekers, employers, business owners, business owners, business owners, and business owners, and the "Comprehensive Plan Plan of Enterprise" 5. In order to coordinate the demands of the labor market with academic teachings with the approach of labor demand estimation in the coming years to plan formal and informal education 6. Systematic and institutionalized informal economy towards formal economy with the approach of identifying and supporting business clusters and helping to create and develop business networks with emphasis on specialized parent cooperatives. In the social dimension, the starting point of change depends on three factors: 1- The current performance of the organization, 2- long-term objectives of the organization and 3- its competitive position.

Institutional entrepreneurship refers to the principles that legal aspects, methods, work values, institutionalization of work traditions in a way that makes it easier for people to move into entrepreneurship. Institutional entrepreneurship today is in fact improving the business environment in the country-based support organizations in the selected categories.

### Model validation

To validate the model, we use Lincon and Goba (1994) method to study the proposed model. A technique that Lincoln and Gooba consider as the most critical for consolidating credibility is to receive participants' opinions on the validity of findings and interpretation. In this regard, we have considered the final paradigm model in a focus group of experts which is participating in the research. The final model is confirmed.

### Applied suggestions based on research findings

1. Since the causal conditions of this model include resource management (environmental dimension), service quality, and inter-organizational capabilities, it can be emphasized on the dimension of resource efficiency in order to optimize resource management.

2-In this model, strategies include economic factors (customer-orientation) that lead to other outcomes and results in the paradigm model. The most important strategies adopted in this study are customer orientation and focusing on this component especially in support organizations can reinforce this dimension.

3- The bed conditions in the present study include social factors and institutional factors. It can be strengthened by emphasizing the interaction and interaction between social and institutional factors in supporting organizations and their interaction with other organizations.

4- In this study, financial resources and nature of supportive-oriented organizations are considered as the intervening conditions of the paradigm model. Thus, government's financial support and exclusive budgeting for these organizations pave the way for achieving the main goals.

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