



The effect of cultural entrepreneurship on the improvement of resistive economy (Case study: Special Economic Zone of Imam Khomeini Port)

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ABSTRACT

Objective: Resistive economy is an economic system formed in coordination with the major political and security policies of the Islamic regime and in order to resist destructive measures. Resistive economy is aimed at resisting various economic sanctions and conspiracies of the Estekbar regime to continue its development and progress. Cultural entrepreneurship is one of the patterns capable of contributing to this type of economy. **Methodology:** The present study was carried out using the descriptive-survey methodology. **Results:** The statistical population consisted of all employers in the management circle of the Emam Khomeyni special economic zone including 108 people. 86 people were estimated using Morgan table and the questionnaires were distributed using the simple random sampling method. **Conclusion:** The research findings revealed that the individual components of cultural entrepreneurship, financial and non-financial support for cultural entrepreneurs, creating cultural entrepreneurship capacity in the society as well as governmental politics and trends by generating capacity for cultural entrepreneurship would influence the economic development of the enforcement of resistive economy.

1. Introduction

While the current sanctions against Islamic Republic of Iran indicate the existence of an economic war, we require the optimal use of the current huge cultural resources. Undoubtedly, the consequences of the sanctions can be eliminated or mitigated by entrepreneurship spirit, changing the threats into opportunities. On the other hand, considering its great population of young, educated, and capable forces as well as the current industries and rich culture, Iran can play a significant role in this field, having a distinctive influence on solving the problems facing the country. Thereby, cultural entrepreneurship is regarded as a driving force for development and progress. In fact, cultural entrepreneurship is the main factor in creating richness during the sanctions on oil and its products in the global market. Entrepreneurship is one of the important and infinite resources of all human societies which rely on people's creativity power (Gray, 2002). However, resistive economy is defined as the detection of pressure areas and consequent endeavor to control and nullify its effects. Resistive economy is ideally aimed at changing such pressures into opportunity. Also, in order to achieve resistive economy, foreign dependency is needed to decrease, emphasizing on self-reliance. Thus, the purpose of the present study is to investigate the role of cultural entrepreneurship in improving the enforcement of the policies and attitudes of resistive economy (Leitner, 1990).

1.1 Research literature

In improving countries, the poverty of cultural and artistic activists is one of the main obstacles against the economic development of culture and art. On one hand, the work force potential in cultural and artistic activities is high; on the other hand, investment in culture and art sector is dramatically low and most applicants of such activities are involved in livelihood problems (Cochran, 1965). Based on our studies on the developed countries' activities, the cultural entrepreneurship would increase wealth, welfare, and cultural and artistic facilities on one hand, and on the other hand, generates employment in cultural and artistic areas in these countries (Kiasi & Boroumand, 2009).

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Although Iran does not have the power to compete with improved countries of the world in terms of modern industrial technologies, it is considered as one of the world's well-known countries from the cultural and artistic standpoint. Iranian cultural and artistic elements including handicrafts, music...is currently regarded as Iran's relative advantage over other countries. This will strengthen Iran's presence in global arenas, offering the country's cultural and artistic products a good opportunity for being recognized in international cultural circles and societies (Banks, 2006).

It preserves and transfers cultural products including traditional arts and handicrafts, knowledge, human civilization, and creativity. The valuable human heritage is reinforced and widely developed due to these arts. Based on this fact, Iran's rich culture and religion is considered as a significant capacity and capability in establishing an effective purposeful relationship with other countries in the culture sector. This should be considered in the development plan (The ministry of culture and Islamic guidance, 2004).

In spite of role and significance of entrepreneurship in the society's growth and development, studying the trend and recognition of cultural entrepreneurship specifications and describing the causes of its success or failure is observed. In a paper called "expressing success factors of the entrepreneurs and presenting suitable patterns for them in Iran's market", Arabi (2002) investigated and analyzed the role of detecting the environmental opportunities, attracting and managing the resources and their exploitation as well as organizational leadership in the entrepreneurs' success. The results reveal that Iranian entrepreneurs tend to focus on the triple dimensions of the entrepreneurship process model, i.e. detecting opportunities, attracting and managing the resources, and organizational leadership to achieve success. In spite of the low attention and concentration level of these dimensions, no relationship is observed between the entrepreneurship process and financial performance. In other words, these components will not affect financial performance indices so that the entrepreneurship process is not reflected in the financial performance. In their research entitled "Handicrafts and their role in national development with emphasis on economic development" Parishan et al. (2008) revealed as a result of studies and surveys performed through the documentation method and library studies that the handicraft activity in economic dimensions such as entrepreneurship, Exchange technology and exports extension, the development and richness of tourism and social dimensions including social balance...plays a significant role in the development of national economy. The results obtained by Hashemi et al. (2011) indicates that there are undiscovered or unused opportunities in rural regions which can result in the development of job opportunities, economic boom, and rural development in case of the development of entrepreneurship and paying attention to rural entrepreneurs.

The resistive economy sample means the appropriate methods for making decisions in economy under sanctions, pressures, and lack of resources in the society so that this style results in economic boom (Mohebi & Akbarzadeh, 2012).

Based on the economic theories which have been already proposed as mercantilism, market economy, Keynesian economic, Marxist economy in the current conditions of Iran's economy facing infrastructural and ultrastructural problems and sanctions, resistive economy has been introduced into political economy. This economic thought intends to introduce avoiding the loss of benefits and enhancing profitability into the economic terminology as the tools of resistive economy depending on economic conditions. The resistive economy theory is based on the revolution leader's strategic plan to make its way out of the largest historic challenges. Resistive economy has two fundamental messages for the production mechanism so that: domestic consumers embark on buying domestic goods to hinder the loss of currency, financial resources, damage to Iran's economy as well as preventing unemployment and advocating national production. Resistive economy has established its bases on two inseparable economic elements of national production and national consumption. Resistive economy intends to declare: It's not appropriate for the economic managers of a newly established Islamic system to focus on imports rather than exports of the final products and the import of raw profits. This will double the dependency and vulnerability of Iran's economy. Resistive economy and the supreme leaders advise sends a clear message to politicians which involves manufacturing based on Iranian thought, asset, and working force without relying on the income from raw resources, while relying on national wealth raised from raw resources (Jafari & Ahangari, 2012).

The resistive economy term indicates that economic pressures and strikes from hostile forces block the development of societies. This is something we have to overcome. Hence, in order to defeat the enemy in this arena, entering the economic front with insight, plan, relying on Islamic culture and supreme leaders' hints including strengthening the culture of working and production, modifying the consumption pattern and avoiding over-consumption, "supporting national production", maximum usage of all capacities, the spirit of self-belief and self-reliance as well as engaging people in the economy is vital (Vosoughi Nayeri & Moradi, 2012).

2. Materials and methods

This In the present study, the descriptive method was used based on the survey technique. Following the casual factors affecting the studied phenomenon, relying on the documentation method and discovery interview, the study first tries to understand the subject, theories, theoretical and analytical patterns, identifying the traits of the society, and the units under investigation. In the next step, gathering information based on the realized questionnaire, we try to investigate the proposed assumptions about the research topic. The statistical society of this field of study was the management circle of the special economic zone of Bandar-e Emam Khomeyni, including 108 people out of which 86 ones were selected as statistical samples according to Morgan table. The questionnaires were distributed among the sample's members using the simple random sampling method. The information of the realized 38-question questionnaire was gathered according to the Likert scale and its durability was calculated using Cronbach's alpha of 0.83.

3. Discussion and results

First hypothesis: individual components of cultural entrepreneurship will affect the implementation of the resistive economy.

Table 1. The summary of the single-sample T test results for the first hypothesis of the study

First hypothesis					
Number	Average	Standard deviation	T value	Degree of freedom	Sig
86	2.59	0.84	-4.317	85	0.000

Since the meaningfulness level of the T test for the effect of the independent variable of the entrepreneurship individual components on the enforcement of resistive economy is lower than 0.05, the first hypothesis of the research is approved. The findings of the table reveal that there is a meaningful difference between the average and the constant value of 3. The average value obtained from the analysis of the data obtained from the statistical sample response shows that the individual components of cultural entrepreneurship has had a mediocre effect on the enforcement of the resistive economy. Second hypothesis: financial and nonfinancial sponsorship of cultural entrepreneurship will affect the enforcement of the resistive economy.

Table 2. The summary of the single-sample T test results for the second hypothesis of the study

Second hypothesis					
Number	Average	Standard deviation	T value	Degree of freedom	Sig
0.86	2.86	0.81	-5.23	85	0.000

Since the meaningfulness level of the T test for the effect of the independent variable of financial and nonfinancial sponsorship for the cultural entrepreneurs on the enforcement of resistive economy is lower than 0.05, the second hypothesis of the research is approved. The findings of the table reveal that there is a meaningful difference between the average and the constant value of 3. The average value obtained from the analysis of the data obtained from the statistical sample response shows that the financial and nonfinancial sponsorship of the cultural entrepreneurs has had a mediocre effect on the enforcement of the resistive economy.

Third hypothesis: Creation of entrepreneurship capacity will affect the enforcement of resistive economy.

Table 3. The summary of the single-sample T test results for the third hypothesis of the study

Third hypothesis					
Number	Average	Standard deviation	T value	Degree of freedom	Sig
86	3.6	0.67	-9.089	85	0.000

Since the meaningfulness level of the T test for the effect of the independent variable of creating cultural entrepreneurship capacity in the society on the enforcement of resistive economy is lower than 0.05, the third hypothesis of the research is approved. The findings of the table reveal that there is a meaningful difference between the average and the constant value of 3. The average value obtained from the analysis of the data obtained from the statistical sample response shows that the creation of cultural entrepreneurship capacity in the society has had a mediocre effect on the enforcement of resistive economy.

Fourth hypothesis: governmental politics and trends will affect the enforcement of resistive economy by making capacities for cultural entrepreneurship

Table 4. The summary of the single-sample T test results for the fourth hypothesis of the study

Third hypothesis					
Number	Average	Standard deviation	T value	Degree of freedom	Sig
86	3.18	0.54	-7.48	85	0.000

Since a meaningful level of the T test for the effect of the independent variable of governmental politics by making capacities for cultural entrepreneurship to enforce resistive economy is lower than 0.05, the fourth hypothesis of the research is approved. The findings of the table reveal that there is a meaningful difference between the average and the constant value of 3. The average value obtained from the analysis of the data obtained from the statistical sample response shows that the governmental politics and trends has had a mediocre effect on the enforcement of resistive economy by creating cultural entrepreneurship capacity.

4. Conclusion

The abovementioned discussion reveals that during the period of Islamic revolution, the enemies of Islam and Iran have been always trying to bring the economy to its knees and make it act in obedience of them. However, the Iranians have been able to overcome various difficulties during the last three decades, achieving the victory in this battlefield under the shadow of Islam religion and by enjoying a clever leadership. Considering the fact that Iran's enemies are currently disappointed with applying armament against Iran and do not find it beneficial, they have turned to imposing sanctions and economic pressures against the country. Iranians, who have always passed different exam fields proudly, have demonstrated that they have made the best

use of every chance, changing the threats into opportunity. In this category, the proposing of resistive economy is actually a sort of self-reliance and independence along with optimal use of the minimum available facilities and also the enhancement of national production and fighting against all kinds of illegal economic activities within the country. This is actually a campaign against both domestic and foreign enemies. These endeavors will be successful if people are supported by strong faith so that they can overcome various economic obstacles from both inside and outside of the country. Iranians have been able to defeat both domestic and foreign enemies and sanctions and fight against economic oppositions, changing the sanctions and threats into opportunities for the country's growth. They have led all these opportunities toward reproduction of wealth and asset and have employed native forces and the capacities of deprived areas to eradicate deprivation and poverty. In fact, the sanctions can be a factor to eliminate damage points and cure the chronic diseases of our economy. Any of this achievement means taking a step towards the realization of the resistive economy sample and achieving success in the economic battlefield and sanctions relieve. The following solutions may be applied to properly improve resistive economy:

- ❖ As the spinal column and foundation of the society, measures should be taken to strengthen religious thought of people who come from lower social and educational levels.
- ❖ People should be encouraged to buy domestic products and advised not to buy foreign ones.
- ❖ The irregular import of foreign products, especially those damaging traditional and native products which result in the unemployment of people in rural and urban regions, must be seriously prohibited.
- ❖ Academic measures must be taken in the educational institutions of modern technology and thinking rooms to provide experts for different units in industry and service.
- ❖ The clever remarks of the revolution's leader must be allocated the highest priority and seriously implemented.

Offering various incentives in different ways in terms of energy saving and buying domestic products. All abovementioned factors are the base of working towards elimination of deprivation and poverty in poorly developed regions and the equal distribution of wealth.

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