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THE PRINCIPLES OF ENTREPRENEURSHIP IN ALAVI CULTURE
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Abstract

In the various definitions of the term or the phenomenon of entrepreneurship there is a common point which is to create value. In summing up the views of different scientists entrepreneurship can be combined in order to create valuable resources. But what is value? Is the production and distribution of narcotics an example of entrepreneurship value? Or for example the production and distribution of alcoholic beverages can also be entrepreneurial value? To answer these questions, we have considered the view of Islam, In other words, the present study measures the shared definitions and examples of entrepreneurship with Islamic values. That is, the presents study aims to propose a strong framework and define entrepreneurship under the umbrella of Islam. However, there are different interpretations of Islam and the present study focuses on the Alavi culture and style.

Key words: entrepreneurship, Islam, Alavi culture.

Introduction

The term entrepreneurship in the world and Persian literature words is known as a French word and the origin and development of which are important (Ahmad Pour 2000, p33).

And the origin of the word is referred to the cognitive word "Entreprender" that means to be committed. In a sense this term and the historical trend begins in the sixteenth century and refers to those who were led by military mission. Undoubtedly, conventional and non-innocent people in many of our behaviors, experiencing extremes and they are out of the path of moderation. Since imitating the others is one of human behavior, then it is natural that imitation has two extremes. Therefore, imitation may be the limit to extremist and non-extremist types. According to today's turbulent world of great uncertainty in the business, the need for a strong framework for shaping and improving the business cycle seems necessary, Thus, according to Shiite Islam dominant culture in Iran, the framework can be proposed based on the life and business from the perspective of Imam Ali (AS). The Holy Alavi Culture is the

constitution and the legal basis for Muslims, in fact, the book of life, training and pure life, and the prophet of mercy, Prophet Muhammad (S) was also highlighted work and entrepreneurship, and it worked. What the Qur'an operation is to achieve a decent and healthy life depends on taking advantage of the divine teachings, meditation, contemplation and positive activity, prudent and useful. General lines and highways to achieve the good life, unlocking a part of the inner talents and realize their human perfection is through the growth stages; Because this worldly life and material prosperity of total capacity or not even much of human talents. In fact, some of the levels of human perfection, and without it man cannot be considered as a perfect man. Alavi Culture with an emphasis on titles and positions, the importance of business and entrepreneurship has been emphasized as part of human perfection. According to the Alavi Culture, the whole universe, especially human resources and means of production and the productive activities of man, created by God and have God revealed the Koran, they are all the works of mercy and grace of God and entrepreneurs are the manifestation of this feature of God.

The Alavi Culture in different places emphasizes that all human actions on the Last Day (of Judgment), and calculated assessment and even said: "The language they locked arms and legs off and we speak with us." And this category has special attention to the action and economic behavior. Alavi Culture in this regard emphasizes on such things as production, distribution, consumption, work motivation, effort and, along with it, bears, kindness, charity, forgiveness and giving. The order of justice, and justice in a balanced economy and entrepreneurship: the principle of fairness and justice, along with monotheism and resurrection, the important teachings of the Alavi Culture. When Imam Ali was asked to describe wise for us now, he said, the wise one who put everything in its place. In this respect, entrepreneurs precision and creativity necessary to do the job and do the right thing, at the desired time and the right place, from its symptoms.

In Alavi culture, the source of the pure life and good practice, useful activity, positive and constructive in all areas of science, cultural, economic, political and cultural wars. Great inventions struggle and martyrdom, and the big things like the mission of the prophets to the smallest things, like pushing a small stone from the road, all in the broad sense, are collected and all of these, in the words of the Prophet Ò expressed as equal human effort and hard work, the essence of his existence. It says: "God, work and effort has been prescribed for you, then try".

Two sciences of management and entrepreneurship are among the human sciences which has been widely extended and considered extremely important during the last century. These sciences are interdisciplinary knowledge which do not directly discuss human being, but make use of the achievements of other social sciences such as psychology,

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organizational psychology, sociology, organizational sociology, anthropology, culture, political science, history and economics which directly argue one of the human dimensions (Ahmadpour & Shahhosseini, 2006, p 94).

Entrepreneurship in religious history

Different religions and Islam based work as the entitlement to have income; since in terms of economic activities, the human element is considered as the factor of "dos and don'ts" on production values and original analysis. In fact, other factors of production in the service are the main factor and that all the wealth of this man, for he was created and not that he serve other material factors of production and the means of production is in the service of capital.

Because the entitlement to income stems from the Islamic world to the man and his originality not from the exchange value of the product created by the amount of labor spent on it, as socialism believes in the theory of labor value. In addition, in terms of understanding the mind of man has authority on the factors of production. Production facilities and human tool, they will be used in producing the new benefit and on what he considered tools by giving special priority. As according to the natural elasticity of the human person must be the result of his work unless otherwise interfering with the right to rule over mankind and its province and a man loses his priority of getting the result of his work or because of his contract and will result in the transfer to another job.

The first command of the Lord to Adam after his descending to the earth was to find a "job" by his effort to cultivate their land and operate on it.

Management approach based on the founding principles of Islam is composed of thought and of particular value. This paper tried to explain the management from the perspective of Imam Ali (as) or Alevi culture according to the intellectual and value principles because the management of nature and inherent principle difference is not formal and credit, in other words, the different types of management of intellectual and value the differences in the concepts and principles based on which the behavior of managers is formed. Here it is tried to compare the differences in management culture in management theory, community organizations and the contemporary West with the Alavi culture manifested in Nahjal Balaghe during the period of the reign of Imam Ali (PBUH) in Medina and other cities.

Entrepreneurs as a value

According to Islam an entrepreneur is someone who tries to make maximum use of his physical, material and expert abilities in the correct way for his benefit and the benefit of the society where he lives by self-reliance and relying on God. An entrepreneur tries to develop and extend his job information by his power, creativity, innovation, timely decision making, job consciousness and order all the time and change his working environment as an efficient,

dynamic and happy place. One of the important godly effects of entrepreneurship is that a person can provide service value to others. As people have more responsibility to the product or services provided by an entrepreneur, they get more spiritual and material rewards will be greater. If entrepreneurs intend to help or try to improve the lives and improve the lives of others or at the service of society and his needs, he will be a successful entrepreneur. In order to correct and change the human and expectation, the value and thought basis of human being should be changes so that the nature, structure and content of human behavior of human being should be changes or guided in a specific way. In other words, the personality and behavior of human being is a function of these two concepts and the only way of logical and mindful change of behavioral pattern, the attempt to change these two concepts are not effective unless by force.

Management in Islam was composed of the value and thought basis based on Islamic approach. This paper tried to explain the management from the perspective of Imam Ali (as) or Alavi culture according to the intellectual and value principles because the management of nature and inherent principle difference is not formal and credit, in other words, the different types of management of intellectual and value the differences in the concepts and principles based on which the behavior of managers is formed.

Here it is tried to compare the differences in management culture in management theory, community organizations and the contemporary West with the Alavi culture manifested in Nahjal Balaghe during the period of the reign of Imam Ali (PBUH) in Medina and other cities.

Theory of labor in Islam

Islam has based working on the entitlement to get income because the entitlement to income stems from the Islamic world to the man and his originality not from the exchange value of the product created by the amount of labor spent on it, as socialism believes in the theory of labor value. In addition, in terms of understanding the mind of man has authority on the factors of production. Production facilities and human tool, they will be used in producing the new benefit and on what he considered tools by giving special priority.

As according to the natural elasticity of the human person must be the result of his work unless otherwise interfering with the right to rule over mankind and its province and a man loses his priority of getting the result of his work or because of his contract and will result in the transfer to another job not the creation of exchange value of the goods by the amount of labor spent on it, as it believes by the socialism labor theory of value.

Entrepreneurship in Islamic values

Deep mining of the creation system from the beginning of creation to its evolution over time and of human life reveals the fact that God created the world based on movement, working, change, labor, effort and circulation of tasks. On the other hand, the evolution of the creatures is also based on this foundation in such a way that all large and small creatures, if stop working, then the system of the universe is damaged and there will be dilation and stop in their perfection process.

Working component according to the Alavi culture

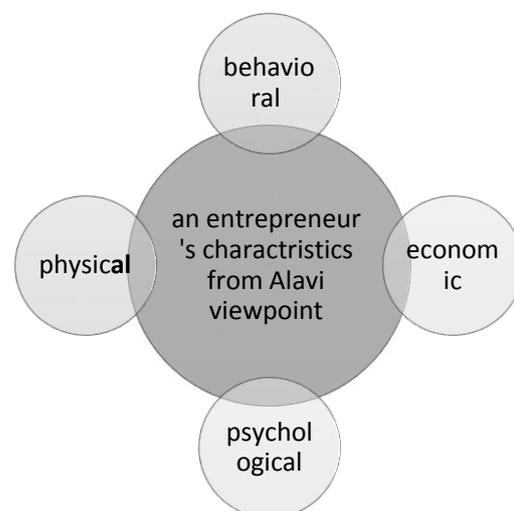
Here, four types of labor have been considered according to the sayings of Imam Ali (pbuh):

1. A person who works for himself, for example revives a piece of land, there is no doubt that the right and ownership of the work is for him and he is in fact an entrepreneur.
2. The person who works in cooperation with another person, without being his worker or agent, in this case, he has the ownership though he can give it to another person and call him his partner.
3. The person who works as an agent for another person in which case he is the agent of the owner and a person who works for another person for money, then this cause him to be the owner of the income.

The characteristics of the entrepreneurs from the viewpoint of the Alavi

From the Alavi perspective, the entrepreneurs' characteristics can be divided into four components:

- A) The behavioral traits
- B) The economic characteristics
- C) The psychological characteristics
- D) The physical characteristics



Conclusion

Human being is created based on the will of God to be His caliphate on the earth. Human being is a two dimensional creature which is not different from other animals and creatures in terms of physic and body and his creation was based on the will and guide of God in order to fully achieve the expected values of his Creator and manifestation of traits. With this view, in addition to the development of the material life of human resource management organization, it is essential to consider spiritual growth and perfection, so that without human perfection, there is no hope to improve the organization. Entrepreneurship as part of human perfection is seen as much growth as a human being entrepreneurs actually not a perfect man. As such, the look of the Alavi Culture to the human aspects of the creation, purpose of life, nature and the truth and value-based, with western thinkers are completely different look. Based on these differences, political and administrative system governing the West, the Islamic political and administrative system will be different, i.e. differences in political and administrative system, arising from the different views of the Holy Alavi Culture and Western thinkers about humans; for example, in the modern era, the idea of humanism and Humanism on the West dominates the political system and its proper management is needed as secular system. While the Alavi Culture, the centrality of God. Based on the Alavi culture, everything depends on man to God, from Creation to the legislation and regulations in individual and social life. From the viewpoint of the Alavi culture is human happiness in this world and hereafter under the guidance of the prophets inside (mind) and external (prophets) to achieve human perfection and closeness to God and his divine color. The present study aims to provide a conceptual framework for the entrepreneurship based on the viewpoint of Alavi culture and provide a feedback for the entrepreneurs.

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