```
)
//
                                )
                           .( )
```

E-mail: ghh_zamani@yahoo.com

.

```
.( )
                                                                                 »
                                                                 Enterprendre
        .( )
                                                           .( )
                     .( )
          .( ).
                   (
                      )
                                                          .( )
       .( )
                                              .( )
                                               )
                         .( )
                                                                             (
                                                     .( )
               .( )
                                                      ( )
( )
```

1. Entrepreneurship

.() .() .()))).)) (() (.() 1 1 .() SPSS WIN

^{1.} Descriptive research

^{2.} Survey research
3. Face validity
4. Reliability
5. Pilot study
6. Split-half

^{7.} Test-retest

^{8.} Frequency

```
< 1
 1 1
 1 1
                                                             )
  <u>></u> /
  < |
1 1
                                                       .(
1 1
 <u>≥</u> /
                                                                  )
                       (
                                                     < 1
                                                   1 1
                                                   1 1
< |
                                       )
<u>></u> /
```

	t		*	
,	,	1	1	
1	1	1	1	(
		1	ı	(/)
1	1	1	1	
1	1	1	1	
		1	I	<
1	/ **	1	1	
1	I	1	1	
		1	1	<u> </u>
1	1		ı	

^{1.} Non-entrepreneurs

^{2.} Potential entrepreneurs3. Would-be entrepreneurs

^{4.} entrepreneurs

^{5.} T-Test

. .()

t *

/ / / / /

1 1 1

I I I I

ale ale

...

()

										<u>_</u>
1	1	1	1	1	1	1	1	1	1	
1	1	1	1	1	1	1	1	1	1	
1	1	1	1	1	1	1	1	1	1	
1	1	1	1	1	1	1	1	1	1	
1	1	1	1	1	1	1	1	1	1	
1	1	1	1	1	1	1	1	1	1	
1	1	1	1	1	1	1	1	1	1	
1	1	1	1	1	1	1	1	1	1	
1	1	1	1	1	1	1	1	1	1	
1	1	1	1	1	1	1	1	1	1	
F =	F = /		F = /		F = /		F = /		1	
Sig. =	1	Sig.	= /	Sig. =	= /	Sig. =	1	Sig.	= /	

.
.
.
.
.
.
.
.
.
.

REFERENCES

- 5. Agha, R. 2002. Are women less ambitious than men? GKT scientific, Guys, Kings & St. Thomas' hospitals school of medicine, Dentistry and Biomedical Sciences, London, UK. 1(6).
- 6. Carland, J.W., J.C. Carland & M. Koiranen. 1997. The exportation of the American model of entrepreneurship: Reality or illusion? A comparative trait study of American and Finnish entrepreneurs. *USASBE annual national conference of entrepreneurship: The engine of global economic development*, San Francisco, California, 21-24 June 1997.
- 7. Chung, J. & K. Tang. 1998. Inherent gender differences as an explanation of the effect of instructor gender on accounting students' performance. *Black, B. and Stanley, N. (Eds), Teaching and learning in changing times,* 72-79. Proceedings of the 7th annual teaching learning forum, The University of Western Australia, February 1998. Perth: UWA. http://cea.curtin.edu.au/tlf/tlf1998/chung.html.
- 8. DePillis, E.G. 1998. What's achievement got to do with it? The role of national culture in the relationship between entrepreneurship and achievement motivation. *Babson College-Kauffman Entrepreneurship Research Conference*, Available online http://www.babson.edu/entrep/fer/papers98>.
- 9. Dubrin, A.J., R.D. Ireland & J.C. Williams. 1989. Management and organization. South-western Publishing Co. Cincinnati, Ohio.
- 10. Galbraith, C. 2002. A note on gender differences in entrepreneurial risk-taking: A computerized business game simulation experiment. Submitted to the Administrative Science Quarterly.
- 11. Hurst, N.W. 1998. Risk assessment: The human dimension. Trowbridge, Wiltshire: Redwood Books Ltd.
- 12. Kanter, R.M. (1995). The change masters corporate entrepreneurs at work. USA and Canada: Routhledge.

- 13. Lumpkin, G.T. & B. Erdogan. 1999. If not entrepreneurship, can psychological characteristics predict entrepreneurial orientation? A pilot study. *USASBE/SBIDA Annual National Conference Sailing the Entrepreneurial Wave into the 21st Century*. San Diego, California, 14-17 January 1999.
- 14. Matthews, R. 2002. Competition archetypes and creative imagination. *Journal of Organizational Change Management*, 15(5): pp. 461-476.
- 15. McClelland, D.C. 1975. Power: The inner experience. New York: Irvington Publishers, Inc.
- 16. McClelland, D.C. 1976. The achieving society. N.Y.: IR Vington Publishers, Inc.
- 17. Miner, J.B. 1994. Role motivation theories. USA and Canada: Routledge.
- 18. Mullins, L.J. 1996. Management and organizational behavior. 4th edition, Great Britain: Pitman Publishing.
- 19. Nicholls-Nixon, A.C. Cooper & C.Y. Woo. 2000. Strategic experimentation: understanding change and performance in new ventures. *Journal of Business Venturing*, 15: pp. 493-521.
- 20. Olson, D. E. 2000). The role of entrepreneurial personality characteristics on entry decisions in a simulated market. United States Association of Small Business & Entrepreneurship (USASBE) /Small Business Institute Director's Association (SBIDA) Conference, 12 September 2000.
- 21. Price, C. & K. Allen. 1998. Tips and traps for entrepreneurs: real-life ideas and solutions for the toughest problems facing entrepreneurs. U.S.A.: McGraw-Hill Companies, Inc.
- 22. Ratzburg, W.H. (2003). The thematic apperception test (TAT) and McClelland's achievement motivation theory. Available on <www.geocities.com>.
- 23. Tucker-Ladd, C. (no date). Mental health net: motivation. *Department of Education and Training*, Western Australia, Available online: <www.eddept.wa.edu.au/gifttal/EAGER/UAch23.html>.
- 24. Virtanen, P.M.B. 1997. The role of different theories in explaining entrepreneurship. *Helsinki School of Economics and Business Administration Small Business Center*, Available online http://www.usasbe.org/knowledge/proceedings/1997>.
- 25. Weber, M. 2002. Risk: Theories of decision and choice. *International Encyclopedia of the Social and Behavioral Sciences*, Elsevier Science Ltd., Abstract.