

## **Impact of Social Networks on Digital Entrepreneurship with the Role of Mediating Opportunity Recognition (Case Study: Knowledge Base Companies at Technology and Science Park in Kerman)**

**\*Abdolmajid Imani<sup>1</sup>, Azam hosseinifar<sup>2</sup>, Farahnaz Ahang<sup>3</sup>**

1-Assistant Professor University of Sistan and Baluchestan, (Corresponding Author)

Email:imani@mgmt.usb.ac.ir.

2-MSc Student in Information Technology Management, University of Sistan and Baluchestan .

3-phd student in Public Administration, University of Sistan and Baluchestan

**Received: 10/05/2018; Accepted: 11/11/2018**

### **Abstract**

One of the digital business trends is the use of business-based networking. Social networks provide an opportunity for entrepreneurs to find better ideas for creating a digital business. The purpose of this study was investigating the impact of social networks on digital entrepreneurship with the role of mediating opportunity recognition. The study is applied research and data collection is a descriptive and survey method. The statistical population of the study was directors and experts of 35 knowledge-based companies based in Kerman Science and Technology Park, In each company, two or three depend on number (managers, experts and topic experts) were questioned. By combining questionnaires, 35 questionnaires were selected as samples. SPSS and SMART PIS have been used to analyze the data. The reliability of the questionnaire was confirmed by Cronbach's alpha and its combined reliability and its validity through congruent and divergent validity method. The results of the research showed that social networks have a positive and significant effect on the creation of digital entrepreneurship. Among the dimensions of social networks, the content of social relationships (with a coefficient of impact intensity of 0.445), information transfer (with a coefficient of impact intensity of 0.214) and social information resources (with a coefficient of impact intensity of 182.0), had the greatest impact on entrepreneurship Have digital. Regarding the variable of opportunity recognition, among the dimensions of social networks, the content of social relationships (with impact intensity coefficient of 0.339) had the greatest impact on opportunity recognition.

**Introduction**

With the arrival of the era known as the Information Society, the theme of entrepreneurship in the digital environment has become prominent among service activists and producers. Digital entrepreneurship is the use of opportunities created through the Internet, mobile technology and new media and facilitates the exchange, transfer and acquisition of knowledge. Nowadays product production is a requirement in a society and requirement identification has a close relationship with chance discovery. So what is important in entrepreneurship is the recognition of opportunity. Opportunity detection. is the ability to identify an idea and turn it into a commercial-economic concept. Access to relevant information plays an essential role in recognizing the opportunity, and those who have more access to information discovery find more opportunities than those who are deprived of information. Social networks are all the people with whom the entrepreneur has a direct relationship, such as family members, partners, suppliers, customers, investors, and other creditors and distributors. One of the motivations for using these networks is the sharing of knowledge, new ideas and, ultimately, the dynamics of the economy.

**Case study**

The statistical population of the study was directors and experts of 35 knowledge-based companies based in Kerman Science and Technology Park, In each company, two or three depend on number (managers, experts and topic experts) were questioned. By combining questionnaires, 35 questionnaires were selected as samples.

**Research Methods**

The purpose of this study was with investigate the impact of social networks on digital entrepreneurship with the role of mediating opportunity recognition. The statistical population of the study was directors and experts of 35 knowledge-based companies based in Kerman Science and Technology Park, In each company, two or three By number (managers, experts and topic experts) were questioned. By combining questionnaires, 35 questionnaires were selected as samples. SPSS and SMART PIS have been used to analyze the data. The reliability of the questionnaire was confirmed by Cronbach's alpha and its combined reliability and its validity through congruent and divergent validity method

**Discussion and Results**

The results of the research showed that social networks have a positive and significant effect on the creation of digital entrepreneurship. Among the dimensions of social networks, the content of social relationships (with a coefficient of impact intensity of 0.445), information transfer (with a coefficient of impact intensity of 0.214) and social information resources (with a coefficient of impact intensity of 182.0), had the greatest impact on entrepreneurship Have digital. Regarding the variable of opportunity

recognition, among the dimensions of social networks, the content of social relationships (with impact intensity coefficient of 0.339) had the greatest impact on opportunity recognition.

### **Conclusion**

The overall results of the research showed that the four dimensions of social networks (Content of social relationships, social information resources, social relations structure, information transfer) In the development of digital entrepreneurship (Opportunity analysis, Website creation and development, E-marketing program, Performance, E-commerce development) By mediating variable opportunity recognition. The results of the research on the first hypothesis of research show that social networks have a direct and significant effect on digital entrepreneurship; So membership in these networks and the using the virtual social networks are effective in developing digital entrepreneurship. The results of the second hypothesis show that social networks have a significant effect on the recognition of entrepreneurial opportunities. Between dimensions of social networks, the content of social relationships (with a coefficient of effect intensity of 0.33) had the greatest impact on the recognition of the opportunity. The results of the third hypothesis showed that the recognition of entrepreneurship opportunities has a significant effect on digital entrepreneurship. The fourth hypothesis shows that social networks have a direct and significant impact on digital entrepreneurship. According to the findings of the research, suggestions are made to improve the performance of companies. 1. Using the capacities and capabilities of virtual social networks, the Internet and social media in identifying entrepreneurial opportunities. 2. Using the information and knowledge of coaches, informal social networks and participation in specialized meetings to identify entrepreneurial opportunities. Using the virtual social networks and the Internet in electronic marketing.

**Key Words:** Social Networking, Opportunity Recognition, Digital Entrepreneurship, Knowledge Companies