

A Study of the Entrepreneurial Success Index (ESI) in the Development of Industrial Plants Using MCDM Method

By

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Abstract

The purpose of this research is to identify and rank the factors affecting the entrepreneurial success in the development of industries. The dramatic and widespread changes happening every day in every aspect of social life and even in values and cultures governing the societies have caused entrepreneurship to be recognized as an effective strategy for the economic and social development of countries. With regard to the importance of industries in the economic development of a country, in this study, we deal with evaluating and ranking entrepreneurial success index (ESI) for the development of industries in Semnan Province in 2010. After reviewing the related literature and enjoying the comments given by experts in entrepreneurship field, thirteen major ESI were identified in the industrial sector. Then, having recourse to the professional comments, the interactions of each index on one another were specified. Using DEMATEL method the indexes were categorized into two active and passive groups. Later, the most active and the most passive ESI in the industrial sector were identified. In addition, using Analytic Network Process (ANP) method, the weights relevant to each index were specified and finally through the Vikor method, the final indexes were ranked. Results obtained from the final ranking suggest that "innovation, creativity and idealization" are among the most important factors in this category. Further, "being pragmatic" was introduced as the least important factor among the set of factors affecting ESI in terms of industrial development.

Key words: *Entrepreneurship, Development, Iranian industries, ESI, DEMATEL, ANP, VIKOR Method*