

Investigating the effect of organizational support on entrepreneurial intention in the field of herbal medicine with emphasis on the role of personal attitudes and perceived behavioral control

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Abstract

The purpose of this research is to investigate the effect of organizational support on entrepreneurial intention in the field of herbal medicine, emphasizing the role of personal attitudes and perceived behavioral control. The statistical population was active in the medicinal plant industry, from which 384 people were selected as a sample and completed the research questionnaire. In this research, AMOS software was used to test hypotheses and model structural equations. The results showed that organizational support has a positive and significant effect on personal attitude. Organizational support has a positive and significant effect on perceived behavioral control. Personal attitude has a positive and significant effect on entrepreneurial intention in the field of herbal medicine. Perceived behavioral control has a positive and significant effect on entrepreneurial intention in the field of herbal medicine. Organizational support has a positive and significant effect on entrepreneurial intention in the field of medicinal plants.

Keywords: Organizational support, Entrepreneurial intention, Perceived behavioral control, Personal attitudes.

Introduction

Entrepreneurial behavior is a subset of entrepreneurial activities that play a role in the growth and stability of organizations in a complex environment by understanding, predicting and influencing human behavior (McAdam and Cunningham, 2019). Entrepreneurial behavior has increased dramatically in the past few decades and it can be emphasized as an important factor in the development of entrepreneurship. It can

be said that entrepreneurial behavior is a practical skill that is a combination of individual characteristics and traits (Pooja et al., 2014). Some researches have also highlighted the role of personality factors that are related to entrepreneurial orientation and believe that when examining the entrepreneurial orientation of people, this question should be taken into consideration that the characteristics or personal attitude that increases a person's desire to participate and succeed in entrepreneurial activities. What is? The answer to this question affects a person through three environmental flows, personality and attitude to entrepreneurship. Therefore, individual entrepreneurial orientation with the dimensions of innovation, being active and risk-taking, independence, supporting activity and competition has been studied (Gupta and Gupta, 2015).

The study of entrepreneurship not only finds the characteristics and characteristics of an entrepreneur and social or environmental factors, but also says that the decision and intention to launch a business project is also very important. Some researchers have also shown that intention plays an important role in deciding to start a new entrepreneurial activity (Barbara-Sanchez and Atinza-Saculio, 2018). Entrepreneurial intention is considered as a state of mind that directs a person's attention and action towards self-employment as opposed to organizational employment, and it is the first step in the process of starting a business and the most important factor studied in creating an organization. It is also believed that entrepreneurial intention is first of all entrepreneurial behavior and is a reliable predictor of entrepreneurship (Ganjali and Bagheri Majed, 2019).

Medicinal plant industry is considered to be a huge economic resource with a very high added value. Knowing the fields and employment programs in it can give a valuable position to this industry both domestically and in the export sector in global markets. In this regard, the movement of production and consumption of medicinal plants and herbal medicines and the spread of traditional medicine have been in the focus of support and planning of many social economic and health managers, and have been the focus of the society. The capacity and employment rate of this industry in the dimensions of production, processing, warehousing, packaging, distribution and sales are very wide considering its global capacities. In the trade of medicinal plants, in addition to being used as teas and edibles, they are also used as raw materials for herbal medicines in the pharmaceutical industry and in herbal medicine factories. Medicinal plants are obtained in auto or cultivation form, each of these plants can be effective in curing many diseases. But one of the topics that is raised here is the way of trading and easy access to these products, as well as the amount of sales of medicinal plants in recent years. Of course, the increase in the immediate effectiveness of chemical and laboratory drugs compared to herbal drugs is one of the reasons for the low sales of medicinal plants compared to chemical drugs. Therefore, herbal medicines somehow do not improve these patients in the short term. Investigating the impact of organizational support on entrepreneurial intention in the field of medicinal plants is very important. This is because entrepreneurs play a very important role in the field of herbal medicine and their impact on improving people's health is huge. Personal attitudes and behavioral control also play a very important role in this process. Positive attitudes and belief in success in entrepreneurship can be encouraging and increase entrepreneurial intention in people. Also, behavioral control and self-management ability lead to success in starting and developing a business. Therefore, investigating the impact of organizational support on entrepreneurial intention in the field of medicinal plant therapy, considering the role of personal attitudes and behavioral control, can help to increase the activities of entrepreneurs in this field and, as a result, improve the health of society.

Theoretical foundations of research

The history of the use of medicinal plants and natural medicines goes back to the beginning of human creation. The most important tool that humans have for curing their ailments has always been the substances available in nature, and this process continues even now with all the advancement of technology. Also, in the current decade, the importance of replacing herbal medicines with synthetic medicines has increased, and due to the limitation of natural resources, the cultivation of medicinal plants has been given special attention to solve this problem, but the challenges facing farmers as producers of raw materials in this industry are always theirs. has made the decision to change the cultivation pattern from cereals to medicinal plants elusive (Al-Mohammed et al., 2012). In the definition of medicinal plants, referring to the National Document of Medicinal Plants and Traditional Medicine, it can be said: a plant that is directly or indirectly all or parts of it fresh or dried, or effective substances extracted from it for the purpose of health effects, prevention And treatment is used in human body, animals and other plants, it is called medicinal plant. Medicinal plants industry is one of the few industries that has double-digit growth, according to the World Bank report, the turnover of medicinal plants industry in 2050 will be equal to 500 billion dollars. Currently, different countries are trying to have a good share of this huge market and about 50% of the drugs produced in the world have natural sources (Rios and Rico, 2005). On the other hand, the cultivation of medicinal plants due to the variety of jobs can provide a lot of entrepreneurship for the villagers, in other words, the villagers can develop and cultivate medicinal plants in addition to other agricultural activities and help to develop their employment and entrepreneurship. Entrepreneurship is one of the most basic concepts needed by today's society, which has been introduced as the engine of economic development of societies and especially rural areas. Entrepreneurship can cause the economic growth and development of countries, increase productivity, create employment and develop social welfare. An entrepreneur begins by discovering an opportunity, creating an organization to pursue this opportunity, gathering the required resources, implementing an action plan, calculating the risks and positive results of the work. slow and does all these things in a certain period of time, considering the constant human need for the health of medicinal plants, as a species of effective plants in prevention, strengthening and treatment, they play an important role. Throughout history, while using some types of medicinal plants in the preparation of food, humans have used herbal medicines to prevent or treat diseases, and today, despite the arrival of new technologies and the production of chemical medicines, the use of medicinal plants and herbal medicines is not only less It has not been done, but because of its compatibility with the human body and its low side effects, the need to pay attention to it has increased. As a valuable opportunity, this category can play a significant role in increasing wealth production and creating employment (Karani, 1401).

Research hypotheses

Based on the principles stated, the hypotheses of the research are:

1. Organizational support has a significant effect on personal attitude.
2. Organizational support has a significant effect on perceived behavioral control.

3. Personal attitude has a significant effect on the entrepreneurial intention in the field of herbal medicine.
4. Perceived behavioral control has a significant effect on entrepreneurial intention in the field of herbal medicine.
5. Organizational support has a significant effect on entrepreneurial intention in the field of medicinal plants.

Conceptual model of research

The conceptual model is based on a research by Ben Youssef et al. (2021) according to Figure 1:

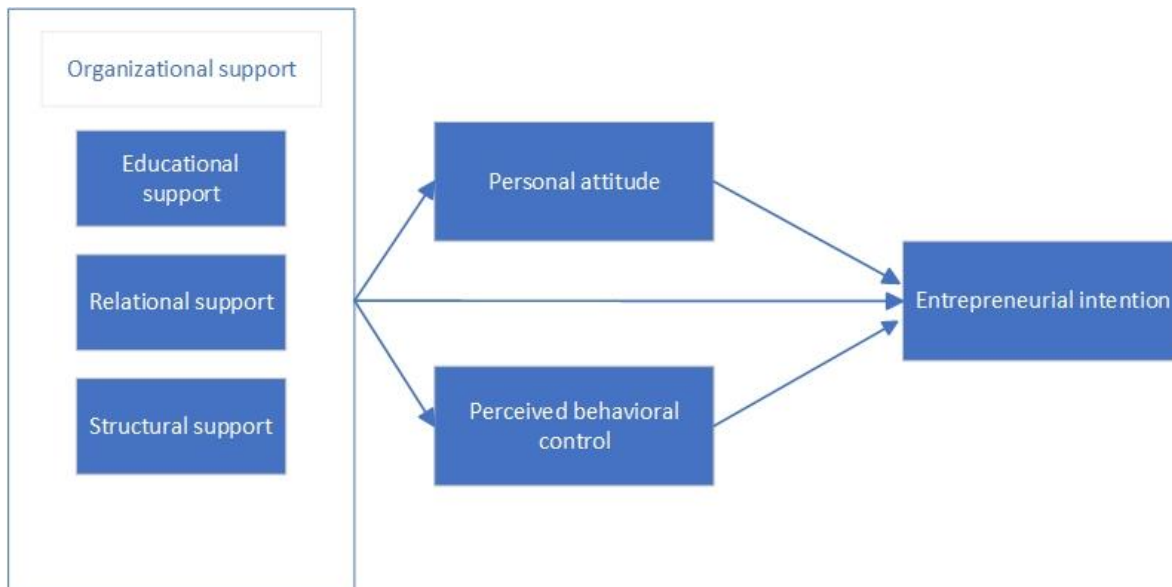


Figure (1): conceptual model of research

research methodology

The current research method is based on the purpose of applied research, based on the type of quantitative data and survey based on the method of data collection. The statistical population of this research is active in the medicinal plant industry from all over the country. Due to the unlimited number of members of the statistical population, 384 people were determined as the sample size. The questions of the questionnaire were adapted from the article of Ben Youssef et al. (2021). In this research, AMOS

Research findings

Raw data is analyzed using statistical techniques and after processing is provided to users in the form of information. In this section, the research hypotheses were tested and finally, it was concluded by summarizing and analyzing the information. All these analyzes were done by means of SPSS24 and Amos 24 software. To be used for testing and deducing research hypotheses. Structural equation modeling (SEM) was used in this research. The next figure shows the measurement model for this research. In this model,

observed variables and hidden variables are specified with their names. software was used to test hypotheses and model structural equations.

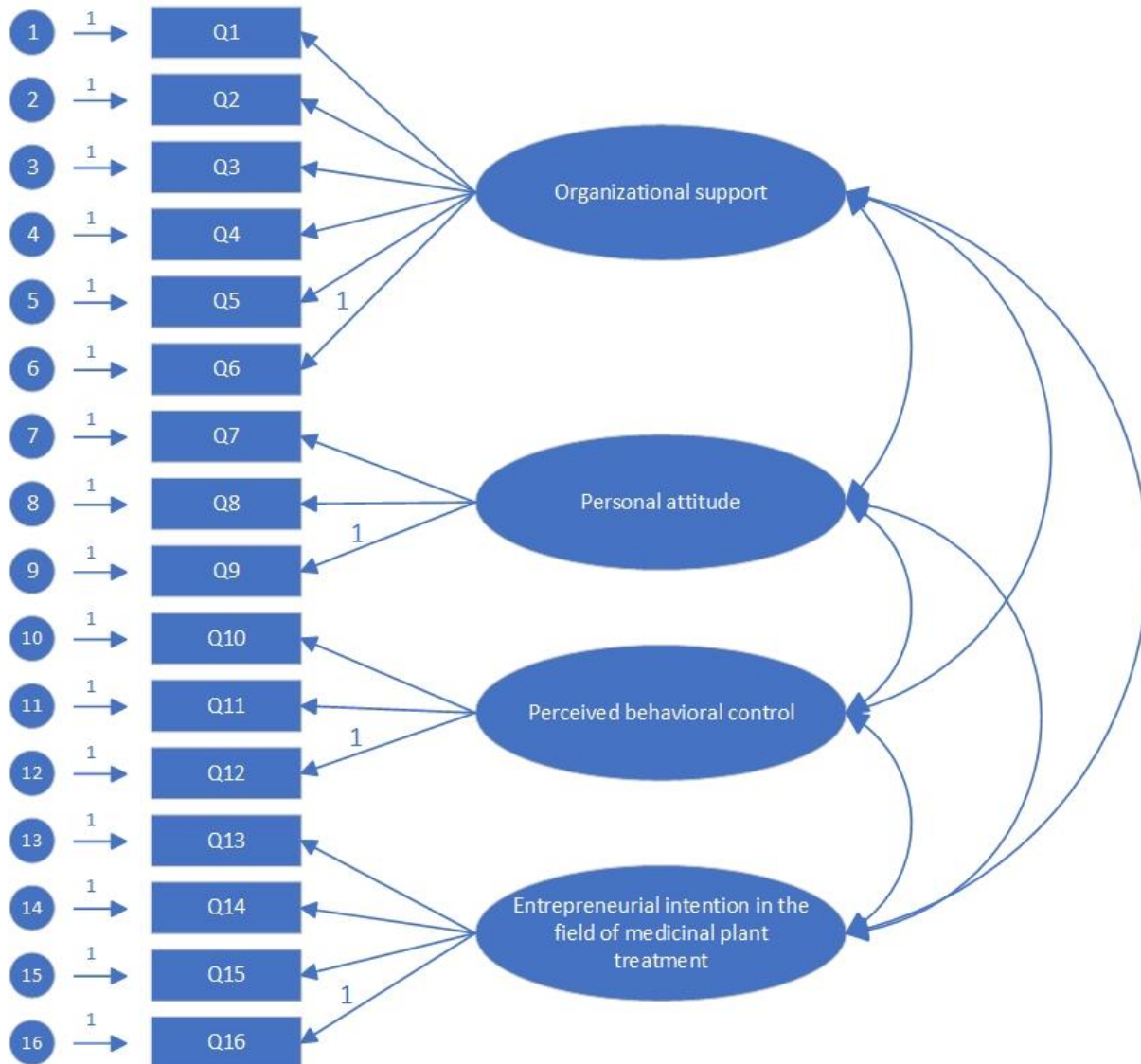


Figure (2): factor analysis model

After the implementation of the above model, some corrections were suggested by the software, which improved the model. The measurement model along with its modifications can be seen in the next figure.

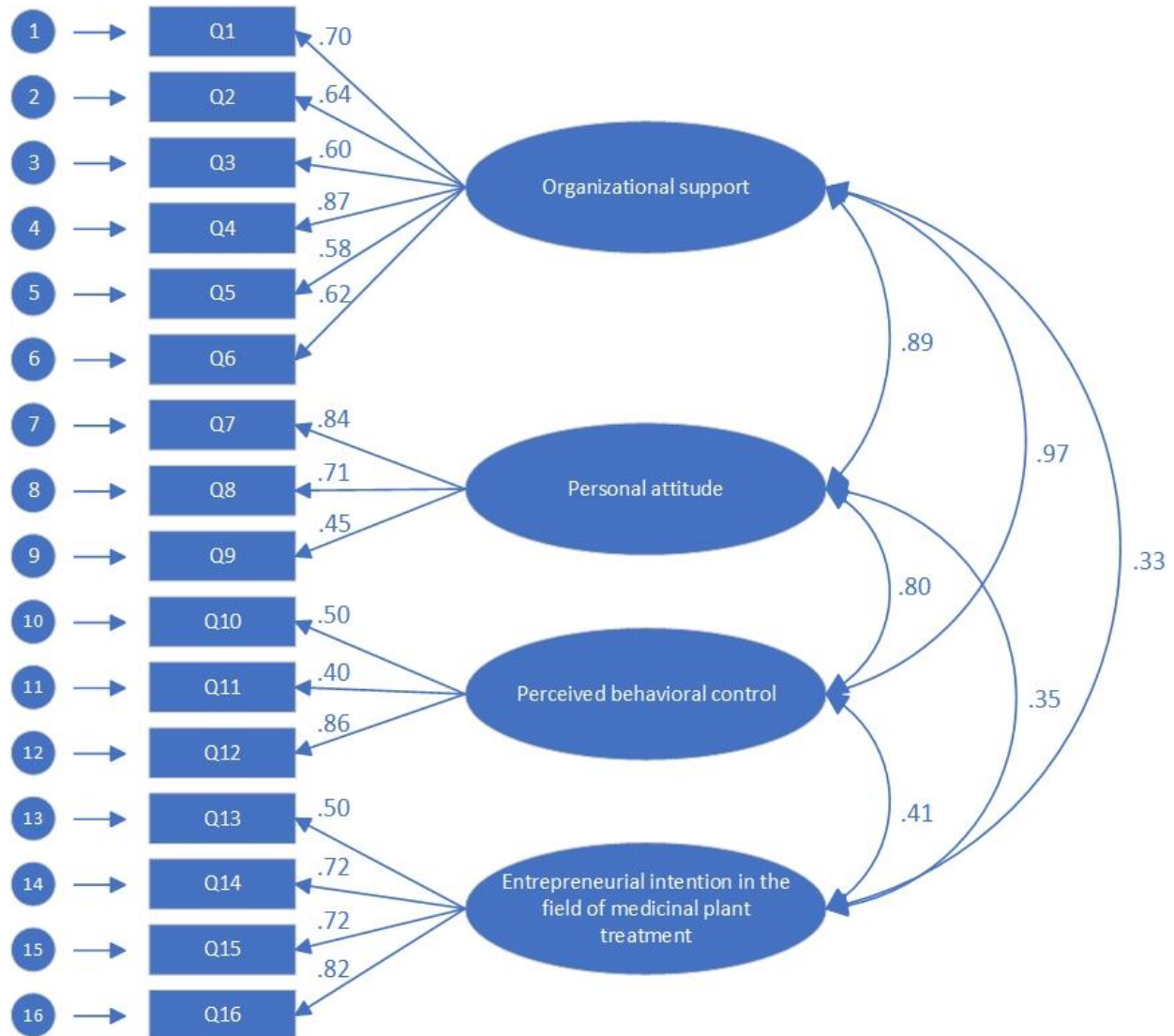


Figure (3): Factor analysis model with standardized coefficients

In the above figure, the numbers displayed on the routes are standardized coefficients. Coefficients Standardized are the model coefficients and it is possible to compare them for different variables. In this part, the structural model of the research is suitable for testing the main hypotheses. This model is shown in the following figure.

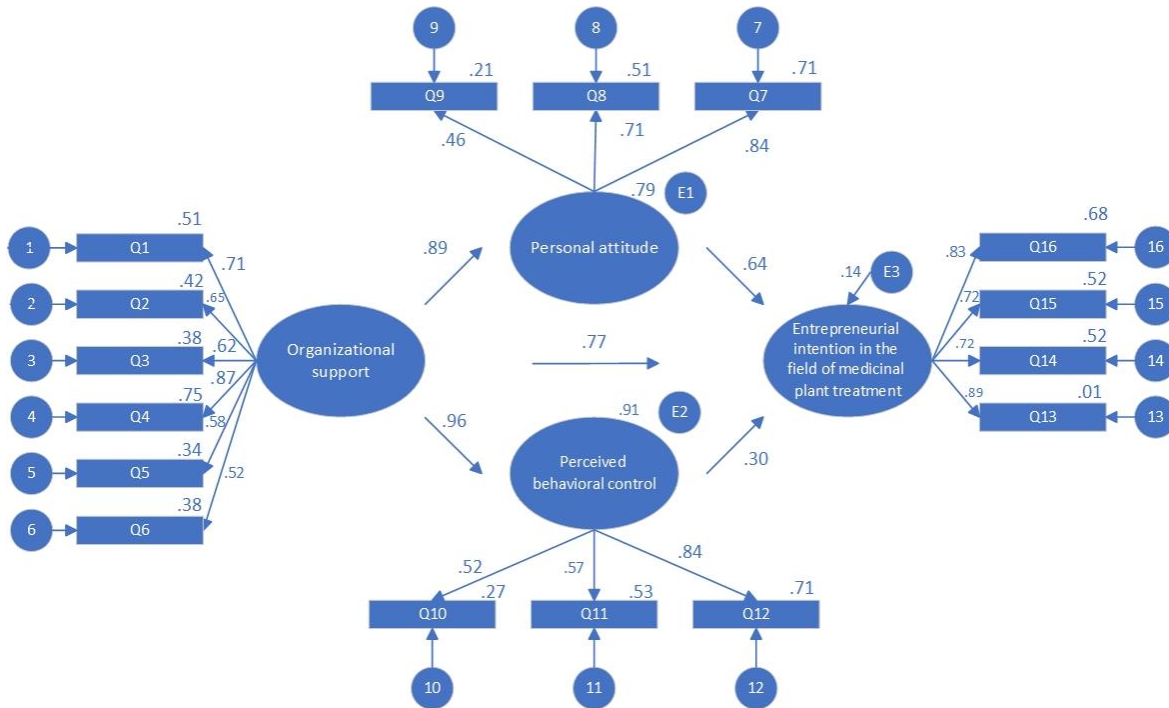


Figure (4): The structural model of the research

Table 1 shows the fit indices of the above model. If the values of the fit indices are in the desired range, they indicate the appropriateness of the model for the collected data.

Model fit indices	CIMIN <i>df</i>	GFI	IFI	TLI	CFI	NFI	RMSEA
The main pattern	4.250	0.943	0.907	0.973	0.903	0.956	0.008
Acceptable level	1-5	More than 0.9	More than 0.9	More than 0.9	More than 0.9	More than 0.9	smaller than 0.05

As can be seen from the above table, all the indicators are in the desired range. Therefore, the suitability of the structural analysis model in fitting the collected data is confirmed. The results of the structural path analysis (including the relationships of the variables with each other) of the first hypotheses are presented in Table (2):

Row	theories	path coefficient (B)	t-value	Result
1	Organizational support → personal attitude	0.891	6.721	confirmation
2	Organizational support → perceived behavioral control	0.962	7.325	confirmation
3	Personal attitude → entrepreneurial intention	0.643	5.123	confirmation
4	Perceived behavioral control → entrepreneurial intention	0.304	4.355	confirmation
5	Organizational support → entrepreneurial intention	0.772	6.174	confirmation

According to the results of table (2), the effect of organizational support on personal attitude is equal to 0.891 and the level of meaning obtained (0.000) is less than 5 percent. Accordingly, organizational support has a positive and significant effect on personal attitude. Therefore, it can be said that the first hypothesis of the research that organizational support has a significant effect on personal attitude is accepted at the confidence level of 95%. The effect of organizational support on perceived behavioral control is equal to 0.962 and the obtained significance level (0.00) is less than 5 percent. Accordingly, organizational support has a positive and significant effect on perceived behavioral control. Therefore, it can be said that the second hypothesis of the research that organizational support has a significant effect on perceived behavioral control is accepted at the confidence level of 95%. The effect of personal attitude on entrepreneurial intention is equal to 0.643 and the obtained significance level (0.000) is less than 5 percent. Based on this, personal attitude has a positive and significant effect on entrepreneurial intention. Therefore, it can be said that the third hypothesis of the research that personal attitude has a significant effect on the entrepreneurial intention in the field of herbal medicine is accepted at the confidence level of 95%. The effect of perceived behavioral control on entrepreneurial intention is equal to 0.304 and the obtained significance level (0.00) is less than 5 percent. Accordingly, perceived behavioral control has a positive and significant effect on entrepreneurial intention. Therefore, it can be said that at the 95% confidence level, the fourth hypothesis of the research that perceived behavioral control has a significant effect on entrepreneurial intention in the field of herbal medicine is accepted. The effect of organizational support on entrepreneurial intention is equal to 0.772 and the obtained significance level (0.000) is less than 5 percent. Accordingly, organizational support has a positive and significant effect on entrepreneurial intention. Therefore, it can be said that at the 95% confidence level, the fifth hypothesis of the research that organizational support has a significant effect on entrepreneurial intention in the field of herbal medicine is accepted.

conclusion

Based on the results of the research, it can be said that a positive attitude towards the therapeutic value of medicinal plants can encourage people to work in the field of entrepreneurship in this field. People who believe in the healing power of medicinal plants may be more inclined to provide services to society and act as entrepreneurs in this field. If a person believes that there is a market for products and services related to medicinal plants, they are likely to be more inclined to enter the field of entrepreneurship. Many people who are interested in medicinal plants also care about environmental protection. Therefore, this positive attitude may encourage them to act entrepreneurially in the field of herbal medicine. According to these points, it is clear that personal attitude can have a significant effect on the entrepreneurial intention in the field of herbal medicine. Perceived behavioral control to the extent that a person feels that he can influence the results and various factors and is able to control them, can have a positive and significant effect on the entrepreneurial intention in the field of herbal medicine. People who feel that they are able to control and manage various factors in the field of entrepreneurship will feel more confident. This self-confidence can encourage them to work as entrepreneurs in the field of herbal medicine. If a person feels that he can make effective decisions in line with his goals and influence their results, he will probably make a better and more effective decision about entering the herbal medicine business. Individuals who feel that they are able to control their behaviors and the environment may have a higher tolerance for entrepreneurial risks. This can encourage them to work as entrepreneurs in the field of herbal medicine. Therefore, perceived behavioral control can have a significant effect on entrepreneurial intention in herbal medicine because it increases self-confidence, better decision-making, and higher risk tolerance. Organizational support increases a person's confidence and trust in himself and his abilities. This can encourage the individual to act as an entrepreneur in the field of herbal medicine because he feels that the organization trusts him and supports him. Organizational support may include the provision of financial resources, expertise and technical know-how, cooperation in marketing and sales, as well as support in management and strategy. These resources and supports can help one choose the best possible way to start and successfully run an herbal medicine business. Institutional support may include reducing the risks associated with starting a new business. This can encourage a person to be less anxious about starting an herbal medicine business and experience fewer negative interactions. Therefore, organizational support can have a positive and significant effect on entrepreneurial intention in the field of herbal medicine by increasing confidence, providing resources and support, and reducing risk. It is suggested that in order to investigate the effect of organizational support on entrepreneurial intention, a research study can first be conducted to investigate the role of personal attitudes and perceived behavioral control on this relationship. This study can include interviews, questionnaires or field observations. After data collection, the effect of organizational support, personal attitudes, and perceived behavioral control on entrepreneurial intention can be investigated using appropriate statistical methods, such as regression analysis, factor analysis, or structural equation modeling. By analyzing the data and the obtained results, practical suggestions and recommendations can be made for organizations and activists in the field of medicinal plant therapy. These suggestions may include increasing organizational support, changing personal attitudes, and increasing perceived behavioral control to promote entrepreneurial intention in this area. By conducting these studies and applying appropriate suggestions, it is possible to achieve improvement in entrepreneurial intention in the field of medicinal plant therapy through organizational support and changing personal attitudes and perceived behavioral control.

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