

Using Fuzzy AHP, Fuzzy TOPSIS and POSET Methods for Prioritization of the effective components of organizational entrepreneurship with the aim of maximizing corporate performance

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Abstract:

The purpose of this study was to corporate performance improvement model based on the components of Organizational entrepreneurship in the Coil industry in Iran. Research is describing that it was conducted to survey method. The Statistic populations of this research are firms including Iran Fanar- Lool firm in Damghan, Omid-Fanar firm in Mashhad, khavar- manufacturing firm in Tehran, energy -Saz firm in Hamedan as the expert's population and a sample of ۳۰ experts were selected. FAHP, the fuzzy TOPSIS and vikor methods were used to analyze the data. The main instruments used for gathering the data in this study were questionnaire. Results show that in the Iran's coil manufacturing industry, the net profit is the most important subcategory of the factors affecting corporate performance improvement; competitive advantages, *customer* retention, market value of the company; innovation capacity and volume of transaction are at the next lower level of importance. Different Ratings have offered for organizational entrepreneurship (structural, underlying, and behavioral factors) and sub-scales of structural, underlying, and behavioral factors. To reach a consensus, it was used in the ranking of integration (POSET) method and based on integration (POSET) method is most important factors of organizational entrepreneurship that helps to improve company performance improvement in order of importance include: structural factors, underlying factors, behavioral factors and also, the most important factors of structural, underlying, and behavioral factors regarding to company performance improvement in order of importance include: Structure, Reward system, Political/ governmental, Strategy, Infrastructure, Organizational culture, Communications, Performance appraisal system, Management support, Employee empowerment

Keywords: Entrepreneurship, organizational entrepreneurship, corporate performance FAHP, Fuzzy TOPSIS.