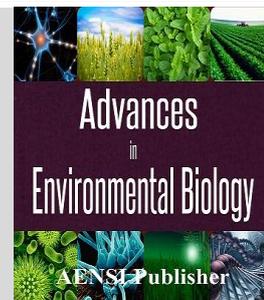




AENSI Journals

Advances in Environmental Biology

ISSN-1995-0756 EISSN-1998-1066

Journal home page: <http://www.aensiweb.com/AEB/>

Phenomenology: Philosophical, Interpenetrative and Methodological Trend to Entrepreneurship Studies

¹Masoomeh Rahimi Dehkordi, ²Hojat Alah Moradi Pordanjani and ³Mohamad Taghi Mahmodi

¹Department of Management, Management College, Shahrekord Branch, Islamic Azad University, Shahrekord, Iran

²Department of Management, Management College, Shahrekord Branch, Islamic Azad University, Shahrekord, Iran

³Department of Management, Management College, Shahrekord Branch, Islamic Azad University, Shahrekord, Iran

ARTICLE INFO

Article history:

Received 12 October 2014

Received in revised form 26 December 2014

Accepted 1 January 2015

Available online 17 February 2015

Key words:

Phenomenological Trend,
Philosophical Interpretive,
Methodological, Entrepreneurship.

ABSTRACT

The present article explains the qualitative research methodologies that have philosophical and interpenetrative trend, it tries to examine its application in entrepreneurship studies. Phenomenology is one of the common logical philosophies that influences other qualitative methods and is used as one of the methodologies in entrepreneurship. This approach has many characteristics philosophical and methodologically. Among them we can point to science that proves is one of the philosophical consequences. Paying attention to different types at main structures of experience, emphasis on importance of entity in the world. This method includes collection of interpretative methods that follows description, decoding and experience. One of the determinative factors that are determined in exploration situation not justification situation. Although methodology of phenomenology is very complex and needs exact awareness of applications, process and required matters to do it and it is not suggested to novice researchers. We can benefit from it as a suitable method in entrepreneurship studies.

© 2015 AENSI Publisher All rights reserved.

To Cite This Article: Masoomeh Rahimi Dehkordi, Hojat Alah Moradi Pordanjani and Mohamad Taghi Mahmodi., Phenomenology: Philosophical, Interpenetrative and Methodological Trend to Entrepreneurship Studies. *Adv. Environ. Biol.*, 9(2), 716-720, 2015

INTRODUCTION

In recent years many researches have been conducted based on interpretive paradigm. One of the methods is phenomenology and we can consider it as a philosophical and methodological trend that includes different methods [11,4].

As a philosophy it is one of the common intellectual traditions that influence other methods in different situation like psychology and sociology.

Phenomenology is originated in European philosophy of Husserl [7] and after that Schutz and Existential phenomenologists like Heidegger, Sartre, and Merleau-Ponty improved it [12].

Phenomenology is originated from two Greek words (phenomenon) meaning emergence and (Logos) meaning reason and knowledge which literally means description of a phenomenon. Phenomenon is description of things that people experience it or experience of people from things [5].

Characteristics of phenomenology method phenomenology:

Characteristics of phenomenology method phenomenology have many characteristics philosophically and methodologically that will be explained:

Philosophical subject of phenomenology method phenomenology pays attention to various subject that we explain some of that cited by Daymon and Holloway [4] and Cope.

One of the main subject of phenomenology is double reality and existentialism in many philosophical situation between internal of private experience and an external ideology. This duplicity between territory of objective reality and mental territory by scientific revolution of 17th century and improving physics' as superior method to solve all questions is reinforced. This is called Scientism that proves is its consequence. That finally distinguishes between identity and reality while phenomenology doesn't consider any difference or contrast

Corresponding Author: Hojat Alah Moradi Department of Management, Management College, Shahrekord Branch, Islamic Azad University, Shahrekord, Iran.
E-mail: h.moradi@iaushk.ac.ir

between identity concepts and reality and there is not any assumption about reality and ... Description of phenomena starts with the way that people experience things.

Phenomenologists believe that we can't separate mental field from world field it means what naturalistic have don't. The prevent division of reality into separate parts. They that only real world that is experienced scientifically can be desired completely.

The other subject of Phenomenology which is one of the motivatie factors is tendency to philosophy which is separate from assumptions. Philosophy should question these assumptions and the basis of Phenomenology is rejecting all assumptions that are related of identity of reality.

The other subject of Phenomenology is that it explores different fundamental structures but explanations should not be imposed before phenomenon is understood internally.

The other subject is Lebenswelt that phenomenology emphasize on importance of identity in the world. Let them to examine all human and world relationship in the framework of objective experience and can't study human separate from objective reality. The world in which they interact.

The subjects of Phenomenology methodology cope [3] explains methodology of phenomenology in the following subject:

1-Gaining an interpretative situation: The goal of phenomenology research is to understand mental identity of experience according to those who experience it that takes place by exploring mental concept and explanation offered by people about their experiences. Patton [11] defines this subject as what do people experience and how they experience it?

2-Application of quantitative trend: phenomenological research is qualitative and includes a collection of interpretative methods that tries to decode and describe.

3-presenting a picture of life: Another important aspect in phenomenological researches is their ability to translated interpretative reports that people present their experiences. One key aspect of these researches that distinguishes them from functionalism and positivism is that experience is imagined as a dynamic process in which specific event takes place in specific moment and other events pave the way for these experiences.

4-Interaction of researcher with participants: complexities form description of phenomenology influences relationship between researcher and what influences researcher. In the phenomenological terms. Phenomenology is what is created between researcher and subjectivity of researcher. Description of Phenomenology is adscription presented by researcher and a personal interpretation about researcher.

5-working in the framework; of exploration: one of the determinative factors of Phenomenology is that this researcher is ditching as exploration not justification.

6-Establishing subject descriptions of experiences: phenomenological researchers are inductively not comparatively. Theoretical subject of description of experiences is achieved under study. Research strategy is general and tries to relate descriptions about specific experiences to each and to general position of the world. The research goal is of present subject descriptions and instead attempt to prove or reject one theory they improve interpretative theory. The process of research methodology.

Some experts [6,4] can't present a fixed stage for phenomenological research.

This depends on the ability of research to do phenomenological research, because doing phenomenological research is very complex and problematic and requires exact awareness of applications process and required material to do task and it is not suggested to new researches. Many stages are suggested to do phenomenological research. Bazargan [1], Daymon and Holloway [4] Lester [9] Morrissey and Higgs [10]:

1-Fluent expression of ideas and philosophical foundation of study:

Phenomenological research start with discussion of philosophical foundation .presenting. Philosophical ideas as foundation of theoretical study is very important. The reason can be various fields of phenomenological that include: social phenomenological(That concentrates on social And group experiences). Transcendental phenomenological(concentrates on individual experiences) and Hermeneutic phenomenological(based on which cultural, social and positional events are interpreted.

2-Identifying the phenomenon and Research problem The research's examine background of study and concentrate on experiences of participate to define and describe phenomenon.

3-Bracketing assumptions:

Because your goal is to study phenomenon by a new method so bracketing assumptions related to new phenomenon is very necessary, so that every assumption doesn't enter in your understanding of experiences.

4-Sampling:

Although reports about participants' experiences is the main sore of Research data, but Research data is achieved by interview with people who have experience and deep knowledge related to phenomenon under study, sampling in phenomenological method is the same as qualitative methods. Therefore because of research interviews of phenomenology and extensive analytical process, phenomenology needs samples.

5- Data collection:

In phenomenological research many methods are used to collect data, including phenomenology interviews and expressing events by interview, daily records, cooperative observations and personal reports. There are other techniques called substitutions including network list or documents. Phenomenology research dose phenomenology interviews to record data and review them.

6-Data analysis:

The goal of data analysis is to present an analysis descriptions of phenomenon to reflect rich experiences of participate. Phenomenology method is a flexible method not a descriptive method and use data analysis to analysis data from Phenomenology interviews.

This method suggested by Colaizzi and Gorgio is different from other methods of qualitative data analysis. This method has 7 steps based on each interview or written text.

1-When you interview with participants, listen to their talk recorded CDS and transcripts of interview to understand internal feeling and achieve a general concept.

2-In the second period researcher review text and study transcripts several times and concentrate on sentences that are directly related to Phenomenon under study.

3-The next step is to determine experience change and prepare concepts. This step includes several activates.

- Study transcripts to find common subjects and understand experience of participate in search of main experience.

Search for significant expressions to explain these subject relationship between subjects and suggestions with concepts.

-Entering copy of interviews and notes regarding data analysis program. This takes is a comprehensive process to organize data by computer programs, this provides classification of subject.

Determining coded subjects by program:

4-Explaining concepts by establishing constructive relationship with each other.

5-preparing analytic description of feelings and ideas related to subjects.

6-changing concrete language into scientific concept.

7-consistency and combination of attitudes in a descriptive source of experiences: transmission of meaning units into experiences and ideas related to experiences.

7-Return to fundamental station of study Phenomenologists studies philosophical foundations and discuss about reinforcement of results.

8- experiences of research results. Researcher should express applications of research results of study Phenomenon.

Preparing research report:

The Phenomenology research report includes the following parts:

First part: a summary of finding

Second part: discussion

Third part: limitations, suggestions and application

Application of Phenomenology method in entrepreneurship. Using Phenomenological interviews in entrepreneurship studies is at the begging .one example is study of cave entail and examines people's attitudes about bankruptcy of English and American entrepreneurs. They used Phenomenological interviews to improve results of a quantitative study [3]. Research is a study conducted by cope in, he used Phenomenology interviews as primary methodology for research and explores experiences of 6 entrepreneurs. We will explain research goals, theatrical and methodology of interviews.

research goal

The main goal of Phenomenology research is to provide details to determined their understanding about Phenomenon. The primary goal of research [3] was to explore learning identity of entrepreneurship according to Phenomenology and studying the role of critical events in learning process. Cope [2] tries to find that how 6 entrepreneurs think to answer challenges in business ownership and how to under stand the effect of these experiences on them as an experiences. In order to understand the concept of entrepreneurship learning, the goal of researcher is to provide a report to find how participants feel when change occurs, how their experience work and if they face similar situation what do they? Phenomenological remarks is important because emphasizes experience of participants and what they like. And also emphasize on problems of entrepreneur in establishing business. In general the goal of cope was not mere description but interpretative study that finally help to provide a report for learning phenomenon.

Doing phenomenological interviews

Before description of doing phenomenological interviews it is better to describe theoretical situation in which interviews are conducted. AS we mentioned one of the determinative factors of phenomenological

research is that it is exploration not justification. Thompson et al. cited by Cope believes that there is no need for participants to have enough information because interviews should be expert in person experiences. Phenomenological studies enable participants to talk about their.

Method helps them to tell their stories without pressure of questions asked by interviews, they enjoy and it was the first time that states the whole to establish and improve business. They describe these sessions as desirable sessions.

Methodology unstrained by preconceptions one of the strong points of Phenomenology interviews emphasizes on unclear assumption before involving in Phenomenon. One general criticism one some of the research problems is that each attempt to create theory by preconception is limited. Phenomenology interviews don't have a complete solution to solve this problem. A purposeful relationship between primary concepts in order to understand Phenomenon according to those who experience it. An influential method to avoid passion in entrepreneurship studies.

Limitations and problems of Phenomenology researches like other qualitative researches methodologies that use Phenomenology in business, we should consider subjects in Phenomenological interviews (Cope, 2003). One of these subjects is that researches doesn't impose predetermined framework in the process of interviews, because this important fact has methodological dangers and limitation, while participants, Phenomenological interviews don't have any structure and their goal is to start a discussion not a question and answer session. In the process of Phenomenological interviews participants are allowed to control the process of interview and it has similar limitations.

The other important subject in Phenomenological researches is awareness of social and cultural expectations of participant and preconception that have about interviews. Every subject of specific interviews is that interviews answer a group of questions in interaction with interviews and Phenomenological studies don't meet these expectations. Because participants are required to play an active role in the process of interviews. Discussion in main discussion present question that interviews asks.

In addition to the problems there are other cases that using Phenomenological researches methodology faces methodology with problem [4] including:

-Doing Phenomenological research is very complex and requires exact awareness of applications, process and required cases to do it.

-The process of extracting preconceptions and also their classification successfully.

In this article one of the qualitative research methods that has extensive applications in entrepreneurship as an interpretative and general trend is examined. Phenomenology as a research method in different fields of psychology and sociology is used. It is originated in the European philosophy of Husserl.

Schutz and existentialistic phenomena like Higher and then petty and satirical that improves it. This method has many characteristics philosophically and methodologically. One of the main subjects of Phenomenology is double identity of reality and existentialism in many philosophical areas between internal world of private experience and an external world of objects. Third double bond between objective reality and mental area by scientific revolution of 17 century is superior to solve all human questions. Is reinforced. This is known as scientism that has some consequences.

According to them only real world that was experience scientifically can be described. The basis of Phenomenology is lack of rejecting all preconceptions that are related to identity of reality. Phenomenology explores different fundamental structures of experience. It can't study human separate from objective reality of the world that interacts with it. The goal of Phenomenology research is to understand mental identity of experience according to those who experience it that occurs by exploring mental concepts that people have about their experience. This method is quantitative and includes a collection of interpretative methods that describe, experience. One of the determinative factors of Phenomenology is that this research is exploration and justification.

According to some people we can't offer a fixed hierarchy for Phenomenological research. It depends on the ability of research to do Phenomenological research, because Phenomenological methods are very complex and need awareness of applications, process and necessary thing to do research. It is not suggested to novice research's. Like other qualitative research's, they should consider points in interviews. They should not impose predetermined framework in the interviews because it has methodological risks and limitation while participants in the research are under a special control. Phenomenological researches don't have structure and the goal is discussion not a question and answer session.

In the process of Phenomenological researches participants are allowed to control the process of interview that has its own limitation.

REFERENCES

- [1] Bazargan, Abbas, 2007. Combined and qualitative research Tehran: Didar publication.

- [2] Cope, Jason, 2003. Researching entrepreneurship through phenomenological inquiry: Philosophical and methodological issues. Institute for Entrepreneurship and Enterprise Development Lancaster University Management School.
- [3] Cope, J., 2001. The Entrepreneurial Experience: towards a Dynamic Learning Perspective of Entrepreneurship, unpublished Ph.D. thesis, University of Lancaster.
- [4] Daymon, Daymon and Holloway, Immy, 2009. Qualitative Research Methods in Public Relations and Marketing Communications: 2nd Edition.
- [5] Hammond, M., J. Howarth and R. Keat, 1991. Understanding Phenomenology. Oxford: Basil Blackwell.
- [6] Hein, S.F. and W.J. Austin, 2001. Empirical and Hermeneutic Approaches to Phenomenological Research in Psychology: a Comparison. *Psychological Methods*, 6: 3-17.
- [7] Husserl, E., 1970. *The Crisis of European Sciences and Transcendental Phenomenology*. Evanston, Ill.: Northwestern University Press. (Original work published 1936).
- [8] Husserl, Edmund, 1989. *The Origin of Geometry: An Introduction* (Trans. John P. Leavey, Jr.). University of Nebraska Press, Lincoln, 157–80.
- [9] Lester, Stan, 1999. *An introduction to phenomenological research*. Taunton: Development Publication.
- [10] Morrissey, Gabrielle and Higgs, Joy, 2006. Phenomenological research and adolescent female sexuality Nova. *The Qualitative Report*, 11-1.
- [11] Patton, M.Q., 1990. *Qualitative Evaluation and Research Methods*. London: Sage Publications.
- [12] Pivcevic, E., 1970. *Husserl and Phenomenology*. London: Hutchinson University Library.