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Types of Actions from Max Weber's Perspective and Comparing Entrepreneurial Action with Each of Them

Mohammadi, Zeinab[a,*] Bayani, Farhad [b]

PhD Student in Entrepreneurship, Faculty of Entrepreneurship, University of Tehran. zemohammadi@ut.ac.ir. *Corresponding Author.
Faculty Member, Department of Science and Technology Studies, Institute for Cultural, Social and Civilizational Studies bayani892@gmail.com

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ABSTRACT

Introduction This article, compares entrepreneurial action with four types of social and economic actions from Max Weber's perspective. In this context, the characteristics of social actions, including goal-oriented rational action, value-oriented rational action, emotional action, and traditional action, were first examined, and then the similarities and differences between these actions and entrepreneurial action were analyzed

.**Methodology:** The research was conducted using an analytical-descriptive method, and data were collected through the review and analysis of existing literature and documents related to Weber's social actions.

Results: The research found that entrepreneurial action shares rational and goal-oriented characteristics with both goal-oriented rational action and economic action; however, it shows significant differences in emotional and traditional aspects. The findings of the research revealed that, compared to goal-oriented rational action, entrepreneurial action pays more attention to uncertain environments and social changes, and does not rely on a repetitive process. In comparison with value-oriented rational action, entrepreneurial action selects multiple goals and evaluates their consequences according to market and customer needs. Moreover, in comparison with emotional action, entrepreneurial action depends on logical and informational evaluation, and unlike traditional action, which is based on habits, it emphasizes innovation and creativity.

Conclusions: The conclusion of this article shows that entrepreneurial action, with its rational and goal-oriented characteristics, resembles some of Weber's types of actions, but at the same time, it has notable differences from other types of actions, especially emotional and traditional actions.

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Introduction:

In the analysis of the social dimensions of entrepreneurship, sociologists influenced by Max Weber's theories have examined the impact of social and cultural environments on entrepreneurial processes. One of the primary sources for analytical concepts in the sociology of entrepreneurship is Weber's approach in his book *The Protestant Ethic and the

Spirit of Capitalism*, which is considered one of the most prominent and influential resources in the analysis of entrepreneurship. In this book, Weber explains how a specific form of Protestantism (Calvinism) created a positive transformation in the attitude towards work and wealth, which in turn reshaped societal views on entrepreneurial activities. According to Weber, the Catholic religion viewed earning money through work as a worthless activity, but the religious reforms of the 16th and 17th centuries, particularly through Protestantism, introduced a new attitude toward entrepreneurship and wealth creation, where accumulating wealth and investing were seen as valuable and rational activities. These changes led to the growth of the spirit of capitalism and entrepreneurship in Protestant societies, ultimately leading to industrialization in Europe and North America. Weber also emphasizes that non-economic factors, such as religious and cultural beliefs, can foster economic growth. Therefore, successful countries in terms of economic growth are those that have a social and cultural structure aligned with entrepreneurial values. From Weber's perspective, entrepreneurs are a product of the specific cultural and social conditions in which they grow, and it is these beliefs and values that motivate individuals toward entrepreneurship and economic activities. Thus, the entrepreneurial and capitalist spirit flourishes only when the social attitudes and conditions in society are conducive to it (Silva, 2024).

However, Weber's contribution to the sociology of entrepreneurship is not limited to *The Protestant Ethic and the Spirit of Capitalism*. Researchers such as Rauf and Lonsbury (2007) extend Weber's contribution beyond religious influences on entrepreneurship, citing his *History of Commercial Participation* (1889), written before *The Protestant Ethic*. In this work, Weber highlights the importance of legal and institutional differences in shaping entrepreneurial structures. He argues that business and legal conditions can create an environment suitable for commercial participation, thus facilitating the social and economic conditions necessary for the formation of entrepreneurs. Unlike the individualistic views commonly held in English-American thought, this work emphasizes the role of social and institutional structures in developing entrepreneurship.

A key concept in the field of entrepreneurship is the focus on creativity and innovation. These concepts are linked to societal transformations and involve behaviors and ideas that individuals employ when testing new ways of doing things and identifying unknown opportunities (Silva, 2024). These entrepreneurial actions can have significant social impacts on society, which this study analyzes through the lens of sociological studies. Therefore, this research compares entrepreneurial action with various types of social and economic actions from Weber's perspective to determine the position of entrepreneurial action within Weber's classification of social actions.

The aim of this study is to examine and compare entrepreneurial action with different social and economic actions from Weber's perspective and determine its position within these categories. This analysis can provide a better understanding of the social and economic interactions and how entrepreneurial actions are formed in society.The questions addressed in this research include:

-What are the similarities and differences between each of Max Weber's four types of social action and entrepreneurial action?

- To what extent does Max Weber's economic action encompass the characteristics of entrepreneurial action

Methodology

The present study was conducted using a descriptive-analytical method in which data was collected using a library method.

In this article, we first examine each of Max Weber's concepts of social action and economic action, and entrepreneurial action, and then compare the characteristics of entrepreneurial action with each of the social and economic actions from Max Weber's perspective.

Results and discussion: (Times New Roman: 12 and Bold)

Initially, based on the concepts examined regarding the types of actions from Max Weber's perspective, Table 1 was extracted regarding the classification of actions.

Table 1. Max Weber's 4 characteristics of social action and economic action

Types of Max Weber's Actions	Characteristics			
	Objective evaluation	Tool selection	Rational	Irrational
Goal-oriented rational action	+	+	+	-
Value-oriented rational action	+	+	+	-
Emotional action	-	-	-	+
Traditional Action	-	-	-	+
Economic Action	+	+	+	-

And then, after examining the concepts related to entrepreneurial action, the characteristics of each of Max Weber's actions and entrepreneurial action were extracted, which are presented in Table 2.

Table 2. Max Weber's 4 characteristics of social action and economic action

Actions	**Goal-oriented rational action**	**Value-oriented rational action**	**Emotional action**	**Traditional Action**	**Economic Action**	**Entrepreneurial action**
Feature	Objective assessment	Considering only one intrinsic goal	Taking emotions into account	Unconscious knowledge of traditions	Goal evaluation	Attention and identification of goals
	Choosing the right tool	Choosing the right means for it	Without weighing the goals	Mechanical action	Choosing the appropriate tool	Evaluation of goals
	Considering the consequences	Making action consistent with beliefs	Without weighing the means	On the border of value-oriented action	Evaluating the possible consequences of any action	Choosing appropriate tools
	Mechanical	Rational	Acting unquestioningly based on interest	Acting unquestioningly on the basis of value	Non-empirical	Evaluation of the environment
	Quantifiable		Irrational	Vague and vague	Under conditions of uncertainty	Considering consequences
	Repeatable			Irrational	Rational	Under conditions of uncertainty
	Calculate					Innovation

Empirical	Supported by information, prior knowledge and experience
Rational	Interference of emotions in decision-making
	Participatory cognition
	Customer-perceived value as the basis for entrepreneurial action
	Rational

Conclusions: (Times New Roman: 12 and Bold)

After extracting the characteristics of each social and economic action from Max Weber's perspective and entrepreneurial action, the characteristics of each of them were compared with entrepreneurial action to determine which of Max Weber's actions entrepreneurial action is most consistent with, the results of which are presented in Table 3.

Table 3. Comparative Analysis of Entrepreneurial Action with Weber's Social Actions

Types of Actions	Similarities	Differences
Entrepreneurial Action vs. Goal-Oriented Rational Action	- Both are goal-oriented and rational. - Both aim to use appropriate tools to achieve the goal.	- In entrepreneurial action, the goal is not fixed and develops throughout the process. - In goal-oriented rational action, the goal is predefined, whereas in entrepreneurship, this is not the case.
Entrepreneurial Action vs. Value-Oriented Rational Action	- Both are rational. - Both involve selecting and evaluating tools to achieve goals.	- Entrepreneurial action focuses on multiple goals and various values, while value-oriented rational action is focused on a single value. - In entrepreneurial action, values may change, and there is no single fixed goal.
Entrepreneurial Action vs. Emotional Action	- Both are related to decision-making under uncertainty. - Both types of actions react to dynamic and uncertain situations.	- In emotional action, decisions are influenced by immediate emotions, whereas in entrepreneurial action, emotions serve as a supportive factor in decision-making. - In entrepreneurial action, more focus is given to evaluating and analyzing opportunities, while in emotional action, emotions dominate the decision-making process.
Entrepreneurial Action vs. Traditional Action	- Both types of actions are applicable in sociology. - Both types of actions can influence social processes.	- In traditional action, decisions are influenced by customs and traditions, while in entrepreneurial action, decisions are more based on innovation and opportunity evaluation. - Entrepreneurial action brings change and innovation, while traditional action focuses more on maintaining the status quo.
Entrepreneurial Action vs. Economic Action	- Both involve evaluating opportunities and selecting tools to achieve goals. - Both involve assessing opportunity costs and selecting the best option to reach the goal.	- In economic action, decisions are based on economic profitability, whereas entrepreneurial action emphasizes creating value. - In entrepreneurial action, goals are continuously evaluated, and there is no fixed goal.

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