

Research Article

IDENTIFICATION OF EFFECTIVE FACTORS ON DEVELOPMENT OF ENTREPRENEURSHIP INDIVIDUAL SKILLS OF RURAL WOMEN COOPERATIVES IN FARS PROVINCE

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ABSTRACT

The major purpose of this study was to identify of affective factors on development of entrepreneurship individual skills of rural women cooperatives at Fars province. This is an applied study and non-experimental research and its research method is correlation. The main instrument was questionnaire and its validity was confirmed by a number of consulting experts. In order to measure the reliability of a questionnaire primary – test questionnaire was done and the computed Cronbach alpha coefficient was calculated to be 0.96. Statistical population included 3142 members of rural women cooperatives which 140 were selected by using Cochran formula and proportional stratified sampling method. The data were analyzed by SPSS16 software. The Results of regression analysis indicated that the educational, psychological and technical factors explained 43 percent of variance of entrepreneurship individual skills rural women cooperatives.

Keywords: *Entrepreneurship, Individual Skills, Rural Women Cooperatives, Fars Province*

INTRODUCTION

Developing countries experts and thinkers have long been informed that unemployment issue as an obstacle in the path of their development is one of the main economic and social challenges as well as the most significant threat for security and national development. Recently in Iran, finding out an appropriate solution for the problem has been authorities' main concern (Azizi *et al.*, 2007).

Unemployment as a problem influences all aspects of economic, cultural and social in a society and sometimes it brings about irreversible effects. Unemployment rate is high globally all over the world for both genders (Sookhtanlo *et al.*, 2009). For solving the problem, creating employment solutions and movement toward society development, has doubled the need for training creative and efficient Entrepreneurs (Hosseini and Khosravipour, 2006).

Due to women sensitive role in political, cultural, social and economic development, Entrepreneurship is the most significant element in flourishing females' capabilities. The more women participate, the more development procedures facilitate. Female entrepreneurs' effective and vital role as a great part of human society is quite considerable and significant such that one can claim that at the beginning of third millennium, by recognizing their own capabilities and finding out their position in different social arena, they have been known as forerunners and pioneers in global entrepreneurship (Shaemi *et al.*, 2011). On the other hand, women form the largest group of deprived in the world. Therefore at the first step, planners and experts should pay attention to deprived rural women and push them toward social and economic equity and this not possible but only through empowering them via entrepreneurship (Hisrich, 2005).

Results from different researches indicate that Cooperatives of female entrepreneurs are faced with different problems and obstacles due to different reasons such as low level of literacy, entrepreneurship skills and wrong customs. As skillful women in management and production is one of the most substantial factors in rural development, therefore, this working force power in rural areas have to be paid more attention (Daniali, 2006) because from the viewpoint of human resources, not paying attention to women results in wasting potential opportunities and society growth and development (Moradi *et al.*, 2009).

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Lashgarara *et al.*, (2011) in a research titled as "rural women training requirements in Ilam" found out that from the perspective of rural women, participation features and psychological characteristics have the most influence on explaining entrepreneurship skills components. And also they concluded that there is a significant relationship between rural women age and entrepreneurship skills. The results also indicate that individual skills variable is the most influential variable on entrepreneurship skills among rural women in Ilam and futurism had the priority over other individual skills.

Hosseini and Ahmadi (2011) in a research titled "effective factors on entrepreneurship from the viewpoint of university students in Iran" found out that psychological factors have the most influences in entrepreneurship and after that they refer to economic factors, individual characteristics, and policy making factors, educational and cultural factors respectively.

In a research named "a study on effective factors in establishing entrepreneurship in Lorestan province" Mehrdad (2011) came to the conclusion that there are some effective psychological factors in entrepreneurship including determination, will, need to success and sociological factors such as social status, family environment. From psychological, sociological characteristics and government policies, psychological characteristics have the most significant role in establishing entrepreneurship.

Based on a research carried out by Ahmadi *et al.*, (2009) under the title of "recognizing correlated factors with entrepreneurship promotion among M.A students of Agriculture and Natural Resources faculty of Islamic Azad University of Tehran Science and research center", a conclusion was drawn that characteristics such as success seeking, creativity and innovation, risk taking, fate determination, and independence among students has a positive and significant relationship with entrepreneurship promotion variable.

FalahJelodar *et al.*, (2007) has indicated in a research titled as "effective factors on the success of rural women entrepreneurs in north of Iran" that family has had the most effects on their occupational success. Help to improve family conditions and independent earning were the most significant stimuli among the participants for creating their own job and success. Those women, who approved their father impacts on their success, enjoy more success than others. There is a positive and significant correlation between women entrepreneurs' success and the motivation of more earning and helping to improve the family condition. It has a negative significant correlation with profit- seeking and obstinacy and positive significant correlation with using radio, TV and internet.

Fars province Cooperative of rural women with 5724 members is faced to many issues and problems in entrepreneurship individual skills as follows:

Weak entrepreneurship individual skills among Tehran rural women Cooperatives are obvious such that risk taking in manufacturing activities, self-confidence, innovation and capability in dealing with changes among Fars rural women is low. Furthermore, lack of government financial support including granting long term financial facilities due to authorities' lack of believe in rural women capabilities has resulted in many problems for entrepreneurship and creating job opportunities in large scales such as manufacturing firms (Dadfar, 2012).

According to the above mentioned points and problems related to Cooperatives of rural women of Tehran province and also due to developing entrepreneurship individual skills, the present research is important. The major purpose of this study was to identify of affective factors on development of entrepreneurship individual skills of rural women cooperatives at Fars province.

MATERIALS AND METHODS

This is an applied study and non-experimental research and its research method is correlation. The statistical population of research includes 3142 people from whom 140 individuals are considered sample using Cochran formula and proportional stratified sampling. Dependent variable is developing rural women entrepreneurship individual skills in Fars province Cooperatives with 12 items which are measured by Likertscale. Independent variables include psychological, educational, economic, social-cultural, managerial, policy making and technical factors. For analyzing data descriptive statistics and multiple regressions were used by SPSS16.

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RESULTS AND DISCUSSION

Individual Characteristics

The average age of participants is 33.5. The youngest participant is 17 years old and the oldest is 54 years old. 40 % of cooperative members are in range age of 21- 30. Nearly 38% of members have diploma. The members have an average of 5.5- year experience. 78.1% of members have not had the experience of independent business. The most participated activities (40.4%) in rural women Cooperatives are related to multipurpose activities. Results indicate that 77.9 % of members with the most frequency have stated that no training courses for entrepreneurship have been held in their Cooperative.

The Status of Development Entrepreneurship Individual Skills in Cooperatives of Rural Women in Fars Province

In order to recognize the status of developing entrepreneurship individual skills in Cooperatives of rural women in Fars province, 12 items in terms of 5- option Likert is used. The findings indicate that the majority of participants (48.1%) believe that the status of development of entrepreneurship individual skills in cooperative of rural women in Fars province is at a medium level.

Effective Factors in Development of Entrepreneurship Individual Skills

- Psychological Factors

In order to recognize the effectiveness of psychological factors in development of entrepreneurship individual skills in cooperatives of rural women in Fars province, 11 items are used in terms of 5- option Likert. Findings indicate that the majority of participants (59.6 %) believe that psychological factors have much effect on development of entrepreneurship individual skills in cooperatives of rural women in Fars province.

- Educational Factors

In order to recognize the effectiveness of educational factors in development of entrepreneurship individual skills in cooperatives of rural women in Fars province, 14 items are used in terms of 5- option Likert. Findings indicate that the majority of participants (66.7 %) believe that educational factors have much effect on development of entrepreneurship individual skills in cooperatives of rural women in Fars province.

- Economical Factors

In order to recognize the effectiveness of economic factors in development of entrepreneurship individual skills in cooperatives of rural women in Fars province, 11 items are used in terms of 5- option Likert. Findings indicate that the majority of participants (68.9 %) believe that economic factors have much effect on development of entrepreneurship individual skills in cooperatives of rural women in Fars province.

- Social – Cultural Factors

In order to recognize the effectiveness of social - cultural factors in development of entrepreneurship individual skills in cooperatives of rural women in Fars province, 9 items are used in terms of 5- option Likert. Findings indicate that the majority of participants (64.4 %) believe that social - cultural factors have much effect on development of entrepreneurship individual skills in cooperatives of rural women in Fars province.

- Managerial Factors

In order to recognize the effectiveness of managerial factors in development of entrepreneurship individual skills in cooperatives of rural women in Fars province, 6 items are used in terms of 5- option Likert. Findings indicate that the majority of participants (56.6 %) believe that managerial factors have much effect on development of entrepreneurship individual skills in cooperatives of rural women in Fars province.

- Policy Making Factors

In order to recognize the effectiveness of policy making factors in development of entrepreneurship individual skills in cooperatives of rural women in Fars province, 10 items are used in terms of 5- option

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Likert. Findings indicate that the majority of participants (57.8 %) believe that policy making factors have much effect on development of entrepreneurship individual skills in cooperatives of rural women in Fars province.

- Technical Factors

In order to recognize the effectiveness of technical factors in development of entrepreneurship individual skills in cooperatives of rural women in Fars province, 5 items are used in terms of 5- option Likert. Findings indicate that the majority of participants (80 %) believe that technical factors have medium and much effect on development of entrepreneurship individual skills in cooperatives of rural women in Fars province.

Influencing Factors in Development of Entrepreneurship Individual Skills

For studying the role of independent variables on dependent variables (development of individual skills) in the present research, stepwise multipurpose regression is used.

In the first step the input variable was educational factors (X3). The results indicate that afore mentioned variable has played the most highlighted role in developing entrepreneurship individual skills. Therefore, by determination coefficient it can be said that educational factors variable explain 34% of dependent variable variance of development of entrepreneurship individual skills.

Then at the second step, variable that is psychological factors (X2) is entered in the equation. According to findings, educational and psychological factors variables explain 41% of dependent variable variance of entrepreneurship individual skills.

At the third step, variable that is technical variable is entered in the equation (X8). Then according to findings, educational, psychological and technical factors variables explain 43% of dependent variable variance of entrepreneurship individual skills (Table 1).

Table 1: Determining factors of developing entrepreneurship individual skills

Steps	Variables	R	R ²	R2 Adj
1	Educational	0.592	0.351	0.344
2	Psychological	0.651	0.424	0.412
3	Technical	0.669	0.447	0.431

Table 2: Coefficients of determining factors on developing entrepreneurship individual skills

Variables	B	Beta	T	Sig
Educational	0.395	0.446	5.01	0.00
Psychological	0.533	0.413	4.18	0.00
Technical	0.455	0.189	2.07	0.00
Constant	-0.282	-	-0.067	0.00

$$Y = 0.466X3 + 0.413X2 + 0.189X8$$

Results from Pearson correlation coefficient between educational factors and development of entrepreneurship individual skills variables indicate that there is a positive significant correlation between two variables at 1% error level. Hosseini and Ahmadi (2011) found out that.

Results from Pearson correlation coefficient between psychological factors and development of entrepreneurship individual skills variables indicate that there is a positive significant correlation between two variables at 1% error level. Hosseini and Ahmadi (2011), Lashgarara *et al.*, (2011), Mehrdad (2011) and Ahmadi *et al.*, (2009) found out that.

Results from Pearson correlation coefficient between technical factors and development of entrepreneurship individual skills variables indicate that there is a positive significant correlation between two variables at 5% error level. Al Mahrouqal (2010) Hosseini *et al.*, (2008), FalahJelodar *et al.*, (2007) found out that.

According to results from the present research it is suggested that:

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- As capabilities which are related to entrepreneurship characteristics and behavior are acquisitive, entrepreneurship training as short term courses seems to be necessary. Training contents have to be changed and modified to be compatible with their literacy level. Training schedule has to be adjusting according to rural women interests and condition and educational aids also can be used.
- Relevant institutions increases self confidence among women by introducing successful women entrepreneurs and showing their importance and value in society economics and changing women attitudes to their potential capacities in social and economical problems.

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