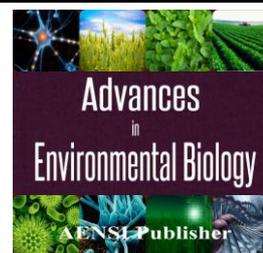




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An Investigation of Rural Women'S Entrepreneurship Spirit to Develop Home Jobs: A Case Study in Masjed Soleyman City-Iran

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ABSTRACT

The present study investigated rural women's entrepreneurship spirit to develop home jobs. This research is an applied study using descriptive-correlation method. The statistical population included all rural women above 20 years of Masjed Soleyman city (N=4582). The statistical sample was selected using multi-stage sampling. To determine the sample size, Cochran formula has been used (n=163). Questionnaire was the main data gathering tool. To evaluate the validity of the applied questionnaire, specialists' panel was used and to evaluate the questionnaire reliability, Cronbach coefficient was computed ($\alpha = 0.803$). The dependent variable of the study was considered rural women's entrepreneurship spirit to develop home jobs and the independent variables involved environmental, individual and network factors, barriers of women's entrepreneurship, communicative factors, and attitudes towards women's entrepreneurship in Masjed Soleyman city. The obtained results indicated a significant negative relation between age, values and society beliefs and entrepreneurship spirit of rural women. A significant positive relation was also observed between women's educations, family cost, the amount of motivation to create rural home jobs and their entrepreneurial spirit. In investigating of the factors affecting entrepreneurship spirit, four variables of age, family cost, attitude towards entrepreneurship, and the motivation to create jobs determine 51.7% of the variance related to the factors affecting women's entrepreneurship spirit. To identify and classify women's entrepreneurship limitations and barriers to create home jobs, discovery factor analysis was used. As the findings revealed, four factors of financial and facility, cultural, supportive, and communicative-informational factors determine 75.6% of women's entrepreneurship barriers to create home jobs.

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INTRODUCTION

Although more than half of Iran's population is consisted of women, their economic participation is less than one fifth and there is no doubt that macro economy development cannot be achieved without efficient use of the capacities of this immense work force part [10]. In this development, women's and girls' employment is regarded as the main challenges of the rural development plan while many studies have shown that poverty rate among rural women is very higher than their urban peers and their useful employment rate is also lower [2].

Researchers believe that women's entrepreneurial activities has a significant role in nations' economic health and their entrepreneurial development is a strategy which has been implemented for several years in Iran. However, the acceptable results have not been achieved in addition to many efforts done and high costs spent in this regards. It was due to rural women's low entrepreneurship spirit.

Fayolle [10] showed that entrepreneurship spirit include physiological, social, economic, and organizational dimensions [10]. Dabson [8] considered that entrepreneurship spirit involve job creation as well as all human activities, identifying opportunities, and gathering various resources for capital production[8]. Entrepreneurship should be done voluntarily; so, entrepreneurship spirit should be trained but not imposed to people [6]. Hadizade Moghadam [12] also introduced the variables affecting entrepreneurship spirit including independency, financial support, social organization, human capital, organizational concepts, accessible time, organizational culture, and organizational atmosphere. According to the research results obtained in Canada, there are some factors highly influenced decision making formation to be entrepreneur, involving power view, life style, leadership skill,

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innovation, independency seeking, challenges, social participation, and previous work experiences [5]. As the researches findings revealed, the most important factor in entrepreneurial movement from passiveness to activeness is the appearance of entrepreneurship spirit through education [16]. The experiences obtained in various countries such as India, Southern Korea, Japan, and Malaysia confirm that entrepreneurship can be taught and entrepreneurship spirit can be encouraged and promoted from childhood period and in all ages [19]. Since entrepreneurship is a multi-layer and multi-dimensional activity; so, individuals should be trained and have wide information in various scopes [9]. Harandi Zade [13] considered education as an affective factor in entrepreneurial motivation and emphasized that individual training can be achieved by sense of autonomy, independency seeking and self esteem. Using new educational methods, running educational programs to improve entrepreneurship capabilities, educating by successful entrepreneurs, marketing and common method, access to computer and internet, holding classes to develop short term skills, and reinforcing consulting centers in various areas such as accounting, marketing, and management can be helpful to improve entrepreneurship spirit [14].

Ghiasvand *et al* [11] also introduced the educational factors affecting entrepreneurship including using entrepreneurship magazine, holding educational classes, holding classes to develop short term skills, using educational packages, teaching by successful entrepreneurs, access to computer and internet, and using electronic education [11]. Bomess and Kolb [7] studied economic factors influencing entrepreneurship at two levels of structural situations (goods and services, access to credits and loans, competitive market, and tax rate) and personal situations (professional and trained work force, human capital and income level)[7].

According to Amit and Zeitsma [5], high costs of receiving credit, receivable wages by banks, the need to heavy warrantees, having a guarantor, restraining bank bureaucracy, costs of commercial design preparation, banks` unwillingness to grant loans to small institutes, lack of initial capital and net property, lack of access to risky investment are of the barriers of entrepreneurship activities. Akbar Pour and Dabaghi [3] claimed that financial and non-financial facilities index, establishing the supportive box of entrepreneurs, establishing the box of entrepreneurs` credit design warrantee, allocating tax exemptions in entrepreneurs` loans, discount designs for entrepreneurs, creating appropriate opportunity and supportive activities to export entrepreneurs` products, participating to supply experts and beneficiaries are required for entrepreneurs in the early stages of establishment [5].

Alison (1990) emphasized the social characteristics affecting entrepreneurship behavior formation and stated it as the roles existing in society, the experiences obtained from life, family background, education and information level, social status, and bureaucratic organization. Scott [20] asserted that social institutes consist of cognitive structures and social norms and rules are the highly important factors in important economic activities formation [4].

As sociologists believe, entrepreneurship behaviors are in fact, a response in the form of social environment characteristics. Social institutes affecting entrepreneurship include non official institutes such as national culture, traditions, customs, norms, religions, and legal and legislative institutes involve Constitute, legal regulations and rules [19].

Imeni Gheshlagh [14] showed that entrepreneur women face with some problems such as low literacy and wrong traditions [14]. Arasti [6] believed that among cultural-social factors including attitudes towards entrepreneur woman, values and beliefs of society, others` role pattern, making balance between family and job, education and environmental stimuli, supportive attitude towards entrepreneur woman is the only factor which has no effect in entrepreneurship activity [6].

Lescevic [16] showed that internal (financial management, special characteristics of entrepreneurs, production process, and competition ability in market) and external factors (governmental supportive policies, market situation, financial ability, and required knowledge and information) influence entrepreneurs` achievement [16].

Stonger (1990) stated that high internal control causes to control women`s all activities; so, women are not willing to borrow money to start their work [17]. Dehlin and Malotra (1993) observed that women seeking for freedom of action and earning money insist to achieve their desires and generally, entrepreneur women are risk taking but do not leave power and responsibility to others [3].

Simon (2006) asserted that most of entrepreneur women have the characteristics of self relying, independency seeking, flexibility, internal control, and risk taking while the level of their risk taking and self confidence is less than men. The factors such as insufficient income, job dissatisfaction, unemployment, and entrepreneurship flexibility have led that women approach entrepreneurship. Most of women have higher education, perceptual skills and previous experience in their business [16].

Roumi (2009) reported that among characteristic and social features of entrepreneur women, capital has the main role in business growth. Social and family beliefs such as family supports, independent activity, and the permission of meeting with the opposite sex are of determinant factors in women employment growth in Pakistan.

Samikhani (2006) stated that education and information contribute women to be able to be free from men's control and become entrepreneur. Making young boxes causes to encourage men and women to establish small and medium companies [12].

As the previous studies reported, various factors influence women's entrepreneurship including characteristic, social, economic, network, and legal factors. Considering these cases, the present research has attempted to investigate:

- 1) The barriers and problems affecting rural women's entrepreneurship in Masjed Soleyman city
- 2) The factors reinforcing rural women's entrepreneurship in Masjed Soleyman

MATERIALS AND METHODS

The present research with rationalism approach investigated rural women's entrepreneurship sprite to develop home jobs. It is a non-experimental applied study using descriptive-correlation method. The statistical population included all rural women above 20 years of Masjed Soleyman city who were able to create a job or business (N=4582). The statistical sample was selected using multi-stage sampling. To determine the sample size, Cochran formula has been used (n=163). The required data was gathered in two sections. The first section included library studies and the second section involved gathering statistics and information related to the investigated variables in the statistical population through a researcher-made and Liker scale-based questionnaire. The 32-item questionnaire was provided using theoretical principles and researches done regarding rural women's entrepreneurship sprite in home jobs. To evaluate the validity of the applied questionnaire, specialists' panel was used and to evaluate the questionnaire reliability, Cronbach coefficient was computed ($\alpha=0.803$). The dependent variable of the study was considered rural women's entrepreneurship sprit to develop home jobs and the independent variables involved environmental, individual and network factors, barriers of women's entrepreneurship, communicative factors, and attitudes towards women's entrepreneurship in Masjed Soleyman city.

RESULTS AND DISCUSSION

Investigation of the relation between entrepreneurship sprite and the research variables:

As the research findings revealed, there is a significant negative relation between entrepreneurship sprite and age at the confidence level of 0.01. That is, their entrepreneurship sprite is decreased by increasing their age. Also, there is a significant positive relation between rural women's education level and their entrepreneurship sprite at the confidence level of 0.05. In other words, higher education reinforces entrepreneurship sprite in rural women. Again, there is a significant positive relation between family cost and entrepreneurship sprite at the confidence level of 0.05. Higher family costs encourages rural women's entrepreneurship sprite. Further, there is a significant positive relation between the motivation of job creation and entrepreneurship sprite. There is also a significant negative relation between society's values and beliefs and rural women's entrepreneurship sprite. That is, society's values and beliefs weaken rural women's entrepreneurship sprite with the probability of 95%. Attitude towards entrepreneurship has a significant positive relation with rural women's entrepreneurship sprite at the confidence level of 0.01. In other words, the more positive attitude towards entrepreneurship reinforces rural women's entrepreneurship sprite. Other results are presented in table 1.

Table 1: Investigation of the relation between entrepreneurship sprite and the research predictive variables.

Predictive variable	Criterion variable	Correlation	r
Age	Entrepreneurship sprite	Pearson	-0.275**
Children order		Spearman	0.071
Children number		Pearson	-0.024
Education		Spearman	0.159*
Family income		Pearson	-0.050
Family cost		Pearson	0.181*
Home job creation experience among friends		Pearson	0.124
Number of referring to agricultural centers		Pearson	0.161
Incentives		Pearson	0.152
Motivations		Pearson	0.260**
Society values and beliefs		Pearson	-0.192*
Policies and rules		Pearson	0.050
Attitudes towards entrepreneurship		Pearson	0.276**
Entrepreneurship barriers and limitations		Pearson	-0.035
Informational resources		Pearson	0.025

** and * indicate the significance level of 0.01 and 0.05, respectively

Investigating the factors affecting entrepreneurship sprite:

Step wise regression analysis was used to investigate the factors affecting women`s entrepreneurship sprite in Masjed Soleyman city. As shown in Table 2, the variable of rural women`s age was entered into the equation firstly. The multiple correlation coefficient (R) value is computed 0.487 and determination coefficient value (R^2) is computed 0.237. In the second step, the variable of family costs was entered in the equation. This variable increased multiple correlation coefficient to 0.631 as well as determination coefficient to 0.398.

Table 2: Investigating the factors affecting rural women`s entrepreneurship sprite.

Step	Variable	R	R^2	R^2_{Adj}
1	Age	0.487	0.237	0.219
2	Family costs	0.631	0.398	0.368
3	Attitude towards entrepreneurship	0.677	0.459	0.418
4	Job creation motivations	0.719	0.517	0.468

Table 3: the amount of the variables` effect in rural women` entrepreneurship sprite.

Independent variables	B	Beta	t	Sig
Constant coefficient	64.96	-	3.98	0.00
Age	-3.65	-0.363	3.08	0.004
Family cost	1.068	0.224	1.791	0.31
Attitude towards entrepreneurship	1.670	0.263	2.192	0.034
Job creation motivations	1.82	0.268	2.171	0.021

In other words, 16.1% of the variable variations depending on entrepreneurship sprite are determined by this variable (family costs). In the third step, the variable of attitude towards entrepreneurship was entered into the equation. This variable enhanced multiple correlation coefficient to 0.677 as well as determination coefficient to 0.459. Therefore, 6.1% of the variations of entrepreneurship sprite are determined by this variable. At the final step, the variable of job creation motivation was entered into the equation and this variable increased multiple correlation coefficients to 0.719 as well as determination coefficient to 0.517. Hence, 5.8% of the variable variations are determined by the variable of job creation motivation.

Considering regression coefficient and the constant value obtained from step by step (step wise) multiple regression analysis, the research regression equation can be presented as follow:

$$Y = 64.96 - 3.65x_1 + 1.068x_2 + 1.670x_3 + 1.82x_4$$

Shown in Table 3, it is observed that rural women`s age (Beta=0.363) has the highest negative effect in their entrepreneurship sprite in Masjed Soleyman city. In the next orders, there are family cost (Beta=0.268), attitude towards entrepreneurship (Beta=0.263), and job creation motivation (Beta=0.224) affecting rural women`s entrepreneurship sprite. These four factors totally determine 51.7% of the variations related to the research dependent variable.

Identifying barriers and limitations of women`s entrepreneurship to create home jobs:

In order to identify and classify the barriers and limitations of women`s entrepreneurship to create home jobs, discovery factor analysis was used with the approach of determining significant variables in each determined factors. To analyze, KMO coefficient and Bartlett test were used and the obtained results indicated that the data are appropriate for this analysis.

(KMO=0.833; Bartlett's test=4181.92, df=276, sig=0.00)

Table 4: the factors extracted with special value, variance percentage and accumulative variance percentage.

	Factors	EigenValue	Percent	Cumulative percentage
1	Financial and facilities	7.065	29.43	29.43
2	Cultural	4.94	20.61	50.05
3	Supportive	3.27	13.63	63.68
4	Communicative and informational	2.85	11.91	75.60

Considering the appropriateness of data, the data was ordered to be classified using the main data components analysis approach (Tables 4 and 5). The obtained results revealed that four factors determine totally 75.6% of the variance related to rural women entrepreneurship limitations in Masjed Soleyman city. The first factor (special value of 7.065) determines about 29.43% of the variance related to the barriers and limitations called financial and facilities barriers. The second factor called cultural factor determines 20.61% of the variance related to the barriers. The third factor (with the special value of 3.27) determines about 13.63% of the variance related to the barriers and limitations. The fourth factor called communicative and informational factor (with the special value of 2.85) determines about 11.91% of the variance related to the barriers and limitations.

Table 5: variables related to each factor and the value of coefficients obtained from rotated matrix.

Factor name	Item	Factor coefficients
Financial and facilities	Rural women`s disability to find financial resources required to run entrepreneurial business	0.532
	Lack of financial power to run new businesses	0.668
	Lack of efficacy or lack of accordance with specific budget allocated to rural women`s entrepreneurship designs from behalf of officials	0.769
	Lack of access to appropriate equipments to run entrepreneurial businesses	0.788
	Too much delay to grant credit facilities loan to entrepreneur women	0.772
	Inflexibility of the rules governing on bank system	0.845
Cultural	Discriminating girl and boy in rural families	0.566
	Lack of the opportunities required for women to fulfill entrepreneurship activities	0.756
	Patriarchic atmosphere of families	0.866
	Limited freedom power for women to select the kind of activity	0.586
	Cliché beliefs regarding woman role and task	0.740
Supportive	Lack of financial incentives to increase rural women`s motivation to create job	0.629
	Institutionalizing women`s entrepreneurship culture among society`s different levels	0.636
	Lack of support of women`s entrepreneurship by their own families	0.717
Communicative and information	Low information level of rural women about market status	0.661
	Lack of consulting services	0.604
	Lack of ability to communicate rural women with other entrepreneur women	0.579

Conclusions:

Lerner and Brush (1995) and College (2002) reported that individual characteristics influence entrepreneurship. The present paper focuses on the effect of age, education, and life cost. Also, the results reported by Pour Dariani (2009), Gardo and Meril (2002), Lerner and Brush (1995), Ghadiri (2005), and College (2002) indicate that communicative and informational resources affect entrepreneurship. In this paper, lack of appropriate communicative mechanism has been identified as a barrier. Similar with the findings of the present work, Imeni Gheshlagh [14] considered education as an affective factor in women`s entrepreneurship sprite. He also introduced cultural barriers as women`s entrepreneurship limitation. Arasti [6] reported attitude as the only factor reinforcing entrepreneurship sprite which is consistent with the findings of the present study. Ghiasvand *et al* [11] emphasized that financial and social factors affect women`s entrepreneurship and in the present paper, financial and cultural (social) barriers were emphasized. Lescevic [16] emphasized on financial power and knowledge in women`s entrepreneurship which is consistent with the present research findings. Again, Simon (2006) emphasized the role of education in women`s entrepreneurship which is similar with the findings of the present work. Stonger (1990) further emphasized n financial barriers as the most important barrier in women`s entrepreneurship. The findings reported by sami Khani (20046) emphasized on the role of communicative and informational factors in women`s entrepreneurship.

Given the research findings, the following recommendations are presented to improve rural women`s entrepreneurship sprite in Masjed Soleyman city:

1. Holding seminars, publishing article and presenting lecture at different levels to change knowledge, vision, and insight of rural society regarding the role of women in rural society and the importance of creating entrepreneurship sprite for people
2. Providing educational entrepreneurial programs based on rural women`s educational needs in order to reinforce their entrepreneurship sprite; these programs should be a combinations of experience, skill, knowledge, and ability for women. The so called programs should consider the values and norms as well as environmental conditions governing on rural society
3. Promoting entrepreneurship culture across rural society by modeling entrepreneur person appropriate for rural women though media, magazines and appreciating them
4. Determining the conditions of receiving loan and facilities for rural women by presenting educational packages
5. Supporting home jobs by officials to create a pattern of activity for rural women
6. Establishing entrepreneurs association of rural women to exchange the opinions of entrepreneurs across city
7. Publishing entrepreneurs magazine of rural women as an organization of entrepreneurs association in order to develop rural women`s entrepreneurship culture

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