

Accelerating Components of the Entrepreneurship Development in Small Agricultural Businesses in Rural Areas of Iran

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ABSTRACT: Entrepreneurship development is an important issue that the governments take step by implementing projects and policies. This study was conducted to identify and examine factors accelerating the entrepreneurship development in small agricultural businesses. The study was conducted using survey in Fars province, Iran, and data was collected by questionnaire. The samples consisted of small agricultural business executives created business through quick-impact projects and home jobs that 257 subjects were selected among them using stratified random sampling. According to the results, entrepreneurship development accelerators are divided into three categories: individual, institutional and environmental. In other words, entrepreneurship is achieved when a creative and innovative person who is self-reliant and constantly motivated can identify the opportunity provided by government, make use of them, establishment a business by his management abilities that is toward its internal environment. He enjoys appropriate business improvement and inject incentive, training, and supportive policies during these stages.

Keywords: Entrepreneurship development, Small business, Quick-impact projects, Home business, Fars.

INTRODUCTION

Three-quarters of the world's poor or about 900 million people are living in rural areas where their livelihood is satisfied through agriculture and its related activities (Sherief, 2005, 1). Due to poverty, rural people have migrated to cities and a large number of villages have been deserted. However, the role and status of villages in economic, social, and political development processes in local, regional, national and international scale and underdevelopment consequences in rural areas such as widespread poverty, growing inequality, rapid population growth, unemployment, immigration, and urban marginalization have caused much attention to rural development compared to urban development (Sa`adi, 2011, 58).

Entrepreneurship is not only useful, but also it is essential for a secure economy. Research has also shown that the period of economic growth in the United States initiated by increasing the number of small business companies (Nafukho and Helen Muyia, 2009, 97). In addition, rural entrepreneurship is an effective strategy to reduce poverty in rural areas in developing countries by focusing on opportunity recognition. However, many social scientists believe that if we want to have an effective economic development, new businesses should be initiated through local initiatives (Ozgen, 2009, 62).

Small businesses will lead into employment, prevention of migration, and hope and joy in rural people so that some experts consider small business development as the most important strategy for rural development in the third world (Gibosen and Olivia, 2010, 18). In the economic development of many developing countries, small businesses play an important role in economic development because many people have lower education level in these countries, while small businesses can be shaped in both traditional and modern forms. Therefore, increasing and developing small businesses and the independence of this type of business is a strategic urgent need for economic growth (Rachmania et al., 2012, 235).

The governments have precise measurement and regulations to define small business that being aware of such regulations may help in empowering small business owners to use a wide range of government programs, such as loans, and contracts that are exclusively reserved for them (Singhapakdi et al., 2010, 3). Given the diversity of small businesses, offering a comprehensive definition of small business is

very difficult, since determination and designing companies in a given size have certain criteria that vary from country to country in standards such as annual turnover, number of employees, the total value of assets, and investments. From the Ministry Agriculture Jihad of Iran definition, the most important indicator for the definition of small and medium-sized businesses (SMEs) is the number of staff in a firm (Organization of Agriculture Jihad of Fars province, 2012). According to one definition, small businesses refer to those businesses in which the number of people employed is less than 50 people, and home businesses, internet businesses, and family businesses are considered as small businesses (Ahmed Pour Dariani and Azizi, 2004).

The study of Lee et al. (2011, 205) showed that improved business space and bankruptcy rules appropriate with circumstances of entrepreneurs have significant positive correlation with the rate of new companies establishment. The results of many studies showed that the role of government, the role of the private sector, political, social, cultural, technological, and demographic factors have an impact on entrepreneurship development (Ansari and Salmani Zadeh, 2009). The study of Rijkrs (2012) showed that in countries of Bangladesh, Indonesia and Sri Lanka, women are less interested in non-agricultural jobs in rural areas compared to men. The run by women entrepreneurs is smaller and less productive. In addition, the success of women entrepreneurs is not correlated by family and their academic achievement. Results of a study in china on the role of government in the development of indigenous entrepreneurship showed that the government can motivate entrepreneurs in creating an appropriate space and providing the necessary financial resources and adapting appropriate policies in the process of initiating business. In the growth stage, government can facilitate the technology transmission to local companies and protect them from lawsuits recorded by multinationals protection. In business mature stage, multinational companies can let to improve or lost technical capabilities of local companies (Tzeng et al., 2011, 453).

The results of a study conducted in Ethiopia demonstrates creating a work culture, awareness, trust in development as well as coordination among entrepreneurs and entrepreneurship supporters are essential the success of small businesses (Belwal and Singh, 2007, 232). The results of Man et al. (2002) showed that three categories of factors including internal factors, individual characteristics and entrepreneurship characteristics are effective in small businesses success. Sometimes, government wants to support entrepreneurship using some policies, but it prevents the promotion and success of the projects due to gap between policies and its implementation as well as lack of participatory approach in policy formulation (Belwal and Singh, H2007, 131). In general, entrepreneurship personality characteristics and other internal factors are important in entrepreneurship development in a small business, but also external factors such as governments' aids in training and services, access to markets to sell products and create business networks are also important (Kader et al., 2007).

In Iran, projects were initiated to support and develop entrepreneurship small businesses. In order to identify and develop businesses caused by entrepreneurship development projects after identification of entrepreneurship development accelerators, this study examines and compares motivation and personality traits of entrepreneurship development project executives. It also examines and compares available spaces for businesses established by such projects and government policies in supportive, advisory, and incentive areas for managers and executives of these projects and stating their problems.

RESEARCH METHOD

The study was conducted in two stages. The population of the study in the first stage was 34 people that all of them were experts in entrepreneurship development. This informed group includes 16 experts of organization of Agriculture Jihad of Fars province, 12 professors in entrepreneurship activities at committees of the Entrepreneurship of school of Agriculture at Shiraz University, and 6 successful small businesses executives in Shiraz who were selected using snowball technique. In this study, after identification of the informed group of entrepreneurship development in order to access of accelerators of the development of entrepreneurship in rural small businesses deep interviews using protocol were conducted. Data from the informed group were collected and answers were conceptualized. All collected data were examined and reviewed accurately. Then, these conversations were divided into several parts with meaning, and finally each class was determined by appropriate concept representing it.

After identifying entrepreneurship development accelerators, using survey method two questionnaires were prepared. Then, the components between two groups of home jobs and quick impact projects were compared and analyzed.

Population of the study in the second stage of research is executive managers or owners of small agriculture businesses in Fars province, Iran, organizing home jobs and quick-impact entrepreneur projects. To select samples, stratified random sampling technique was used. Therefore, executives of quick-impact and home businesses projects were considered as two strata of small businesses. According to statistics of organization of Agriculture Jihad, there are 1000 active home jobs and quick impact projects. Then,

250 persons were estimated based on Morgan table (Patton, 1996), 106 and 151 subjects were calculated as sample of study among home jobs and quick impact businesses, respectively.

Data was collected using questionnaire that its validity was confirmed through the content validity using 5 professors of Department of Agricultural Extension and Education at Shiraz University and the experts in the organization of Agriculture Jihad of Fars province. In order to determine the reliability of sample, 30 subjects out of main sample in the Kharameh county were selected and the questionnaires were distributed and their views were collected. After a pilot study, the necessary changes were given in the questionnaire. Cronbach's alpha coefficient for the questionnaire sections from 0.68 to 0.91 indicated good reliability of questionnaire. To analyze data, SPSS software was used. Due to the nature and purpose of the study, descriptive and statistical techniques were used.

The variables examined in this study are as below:

Psychological characteristics consist of components of achievement, risk-taking, competitiveness and creativity using 20 items, business motivation included components of physiological and safety motivation, social motivation, esteem and respect motivation and self-actualization motivation using 16 items, the management skills included interpersonal skills and process skills using 8 items, and self-education variable were measured using 4 items with the Likert scale (strongly disagree to strongly agree).

Government policies consist of components of supportive policies, advisers - training policies, and incentive policies using 12 items and business space includes components of property registration, receiving license, export, employment, facilities, supporting investors, bankruptcy, and liquidation using 22 items.

Family factors including components of family support, family communications, physical facilities of house using 15 items and variable of using knowledge management including components of socialization, externalization, combination, and internalization were measured using 8 items.

Results and discussion

In the first stage of the study, respondents were asked what factors are related and accelerate the development of entrepreneurship in small businesses. Responses have been conceptualized and counted in Table 1.

Table 1. Related factors and accelerators of entrepreneurship development in small businesses

Dimension	Factors	View of subjects
Individual	motivation	Interest in doing independent work (14) interest in creating new product (5) incentive to start and continue to activity (5)
	Personality traits	The perseverance in person (11) individual creativity and initiative (12) autonomy and lack of dependency to government (16) The desire to succeed (12)
	Management skills	The ability to set out project (4) the ability to execute the business project (17) having experience and expertise in business and implement the project (18) the ability to plan in business (12)
Inter-firm factors	Knowledge management	Support of decision of previous managers and investigating the weaknesses and effort to tackle obstacles, problems, and weaknesses and prevention of reworking (3), correct and logical production of product (10) interaction and negotiation among staff (5), obtaining correct information and data in business (13), communication between manager and worker (6).
	communications	Collaboration and interaction with organizations and related organizations (6), communication with client of company (13)
	Budgeting system	Familiarity and make use of people in economic and accounting knowledge and use of computer software (17), evaluation based on project (9) planning based on scientific principles (14)
Intra-firm factors	Marketing	Providing permanent sales markets for providing goods or services and selling them (9), recognition and investigation of consumer goods market customer retention (15), recognition of society production of raw materials required (7)
	Networking	Creating entrepreneurial networks between small and large businesses (8), small and home businesses relationships with large businesses (2)
	Training	Special training for business owners (16), familiarity with the scientific and practical foundations of entrepreneurship (4), interaction with universities and vocational centers (7), extension classes (5) familiarity of business owner with techniques and the fundamentals of the market and the economy (12)
	Supportive policies of government	A special charge in executive organization of government (15), support and distribution of raw materials between manufacturers (23), providing facilities for business operations (21), providing infrastructure such as providing power lines, water and ... (20), making policy and regulations and rule to promote entrepreneurship and entrepreneurship projects (19)
	Incentive and advisory policies of government	Feasibility of projects before starting the activity (economic justification) (21), doing strong and comprehensive studies in this area (18), identifying opportunities and job potential of the region and province (19), training in order to expand skills (21), informing on small businesses (23), set up training classes to set up business (21)
	Business space	Monitoring of loans (21), cooperation with banks and other organizations (17), facilitation of conditions for obtaining loans (14), recognition that if applicant is native to implement the plan (12), creating a legal status for goods and services produced (7), removing middlemen and brokers (15), facilitating the obtaining of licenses and health permits (14), monitoring the stability of the price of inputs and raw materials (20), avoiding indiscriminate emulation and increase of units (4)

Note: The numbers in parentheses indicate the frequency of subjects' views about each concept

Motivation of agricultural small businesses owners

The results showed that the highest motivations to create and start a home business after esteem and respect motivations were respectively self-actualization and physiological and safety motivations. In the studied sample of quick impact businesses project, all motivations were high to very high and the highest motivation for job creation was self-actualization motivation.

Table 2. Frequency distribution of motivations among business owners of small agriculture businesses

variable	Categories	Frequency	Home jobs		Quick impact projects		
			Percent	Mean	Frequency	Percent	Mean
Social Physiological and safety motivation	low	17	16	14.27	33	21.9	14.95
	moderate	37	34.9		35	23.2	
	High	29	27.4		46	30.5	
	Very high	23	21.7		37	24.5	
Social motivation	low	17	16	13.90	19	12.6	15.50
	moderate	31	29.2		58	38.4	
	High	40	37.7		53	35.1	
	Very high	18	17		21	13.9	
self-Esteem and respect motivation	low	12	11.3	16.04	31	20.5	16.86
	moderate	28	26.4		25	16.6	
	High	44	41.5		79	53.3	
	Very high	22	20.8		16	10.6	
self-actualization motivation	low	11	10.4	15.67	34	22.5	17.29
	moderate	30	28.9		26	17.2	
	High	45	42.5		91	60.3	
	Very high	20	18.3				

Range of each motivation: 4 to 20

According to results of the T-test shown in Figure 1, there is significant difference between self-actualization motivation in two groups of quick impact and home jobs projects.

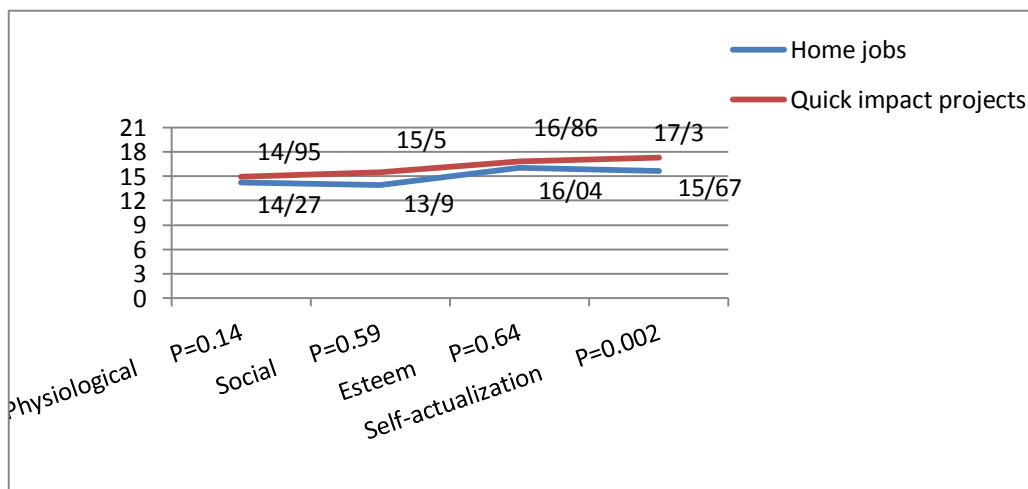


Figure 1. Mean difference of motivations of small agriculture business owners

According to Table 3 related to business owners in home jobs, characteristics of achievement-seeking, locus of control, risk-taking, creativity and independence-seeking had the highest mean. Findings of Maleki et al. (2013) also showed that lowest mean related to personality traits of entrepreneurship executives was independence-seeking. Considering quick-impact executives, the characteristics of achievement-seeking, locus of control, risk-taking, creativity and independence-seeking had the highest mean, respectively.

Table 3: Frequency distribution of entrepreneurship personality traits of small businesses owners

variable	Categories	Frequency	Percent	Home jobs		Quick impact projects	
				Mean	Frequency	Percent	Mean
Seeking achievement	low	16	15.1	12.43	23	15.2	13.43
	Moderate	46	34.4		47	31.1	
	High	32	32.2		71	47	
	Very high	12	11.3		10	6.6	
Seeking independence	low	19	17.9	8.64	29	19.2	8.21
	Moderate	32	30.2		52	34.4	
	High	41	38.7		49	5.32	
	Very high	14	13.2		21	13.9	
Risk taking	low	18	17	10.1	28	18.5	10.63
	Moderate	42	36.9		42	27.8	
	High	36	34		61	40.4	
	Very high	10	9.4		20	13.2	
Creativity	low	16	15.1	8.89	21	13.9	10.29
	Moderate	14	13.2		59	39.1	
	High	72	67.9		49	32.5	
	Very high	4	3.8		22	14.6	
Center of control	low	14	13.2	11.43	21	13.9	12.28
	Moderate	36	34		32	21.2	
	High	36	34		69	45.7	
	Very high	20	18		27	17.9	

Figure 2 based on T-test showed that the mean of personality traits of achievement-seeking, risk-taking, creativity, and locus of control of quick-impact project executives are significantly more than home jobs. However, in the case of independence-seeking, home jobs executives have higher mean.

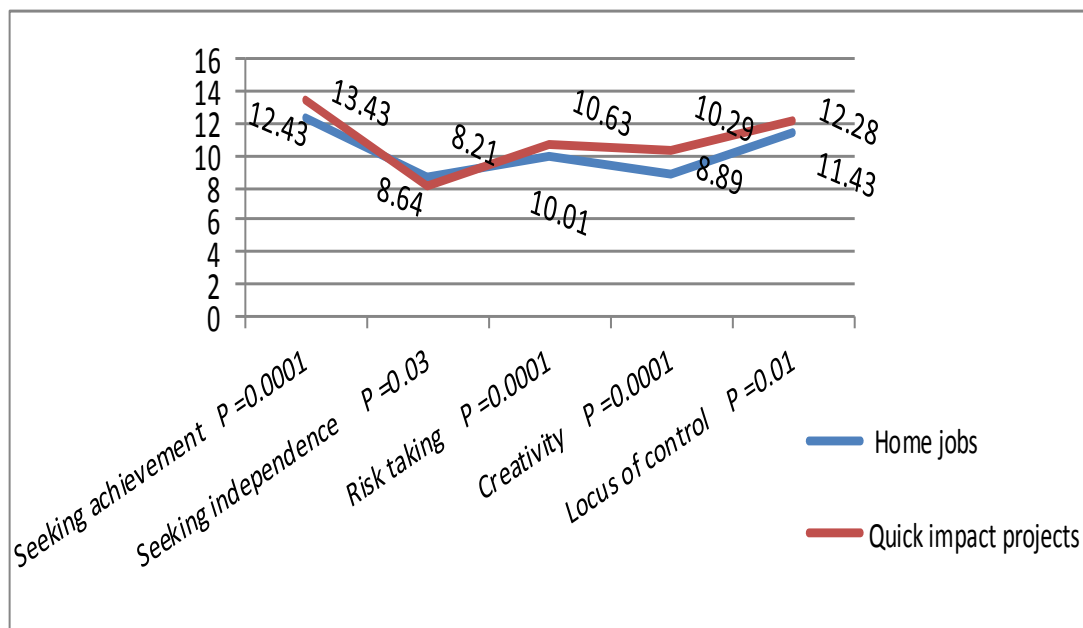


Figure 2. Mean differences of entrepreneurship personality traits of small businesses owners

Using knowledge management, trainings, and management skills

Results of Table 4 show that the mean of knowledge management among home jobs and quick impact executives was 23.27 and 24.41 respectively. The result of Minooei et al. (2010) showed that the overall situation of the firm studied is moderate and relatively weak in terms of being knowledge-oriented and use of knowledge capital. Results showed that 64 people (56.3 percent) of owners of home jobs evaluated their self-educations as poor or very poor. The mean of self-education in quick-impact executives was also 10.14. The results showed that the mean of management skills of home jobs and owners of quick impact executives was 30.15 and 31.58, respectively.

Table 4. The situation of knowledge management in small agriculture businesses

variable	Categories	Home jobs			Quick impact projects		
		Frequen- cy	Percent	Mean	Freque- ncy	Perce- nt	Mean
Knowledge management	Very weak	26	17.2	23.27	38	25.8	24.41
	weak	40	26.5		22	20.8	
	moderate	49	32.5		20	18.9	
	Strong	25	16.6		24	22.6	
Training management skills	Very weak	18	17	8.19	36	23.8	10.14
	weak	46	43.4		49	32.5	
	moderate	30	28.3		28	18.5	
	Strong	10	9.4		36	23.8	
Management skills	weak	18	12.8	30.15	31	21.1	31.58
	moderate	32	22.7		40	27.1	
	Strong	42	29.8		44	28.6	
	Very strong	14	9.9		36	32.3	

Knowledge management range: 8 to 40 Self-educations range: 4 to 20
 Management skills range: 8 to 40

Results of Table 5 shows that the mean of self-educations in the two groups of home jobs and quick impact executives was significantly different at the level of 0.001. In addition, the significant difference was found between mean of knowledge management between these two groups. In other words, quick impact project executives created knowledge-based business.

Table 5. The results of T test to determine the difference between two groups in terms of using knowledge management in business and self-educations

	Home jobs		Quick impact projects		t	Significance level
	Mean	SD	Mean	SD		
Self-educations	8.19	2.86	10.14	3.83	4.61	0.001
Using knowledge management process	23.76	4.85	24.41	6.42	0.89	0.002

Self-educations range: 4 to 20 Management skills range: 8 to 40

Investigating business space

Home projects to set up business are exempt from registration and they evaluated conditions for company registration appropriate. According to Table 6, the evaluation of 21.3 percent of quick impact executives of current situation for registration of firm has been appropriate. The second indicator is receiving license. All applicants who are independent and support activities in the field of home businesses need receiving license. The measurement range of this indicator was 3 to 20 that evaluation mean of this indicator is 7.67 in the case of quick impact executives, which reflects the low satisfaction of the current situation. The third indicator is employment. Home projects use home labor force to employ and they face with less legal problems. In total, evaluation of 54% of home projects of this indicator was moderate and good. However, 34.7 percent of business owners in quick impact group evaluated this indicator moderate. The fourth indicator is receiving facilities. Evaluation of this indicator in home projects is 5.51. The mean of this indicator in quick impact projects is 7.83.

Exporting is the fifth indicator of World Bank indicators. None of the home workers in the studied sample was included in this stage, so this indicator is not relevant for this group and it was deleted. However, 74 percent of executives of quick impact evaluated the efficiency of administrative regulations, cost, and time during the exports weak or very weak. Sixth indicator measured in this research is tax. Home projects are generally exempt from tax and their evaluation was good in this regard. Seventh indicator is support of investors. The mean of this indicator regarding home jobs is 4.62 and it is 6.81 regarding quick impact projects. Regarding registering and transfer of ownership and efficiency of the judicial system in relation to binding contracts, owners of home businesses were unaware and they have not experienced case such as holding hearings, execution, and proceedings for the enforcement of contracts and the transfer of ownership so far. In the case of quick impact projects, the mean of registration and transfer of ownership indicators was 3.41 and efficiency of the judicial system in binding contracts was obtained 2.13. The range of indicators is 3 to 20 and means of indicating weak evaluation or low satisfaction of these two indicators. The tenth indicator is

bankruptcy and liquidation activities that it was obtained 2.24 for quick impact projects and 5.02 for home jobs. The results of studies conducted by Ahmadpur Dariani et al. (2009) and Jafari Eskandari et al. (2010) also indicated an unfavorable business environment in Iran.

Table 6. Frequency of distribution of evaluation of business space by owners of small agriculture businesses

variable	Categories	Frequency	Home jobs			Quick impact projects		
			Percent	Mean	Frequency	Percent	Mean	
Registra tion	Very weak	0	0	14.81	51	33.3	9.54	
	weak	0	0		19	12.7		
	moderate	6	4.3		49	32.7		
	Strong	100	70.9		32	21.3		
Receivi ng license	Very weak	25	23.6	14.27	32	21.3	7.67	
	weak	27	25.5		35	23.3		
	moderate	19	17		46	30.7		
	Strong	35	33		33	22		
Employme nt	Very weak	16	17	7.50	30	20	8.12	
	weak	29	28.3		39	26		
	moderate	32	29.2		52	34.7		
	Strong	29	25.5		19	12.7		
Receiving facilities	Very weak	30	28.3	5.51	13	8.7	7.83	
	weak	28	26.4		57	38		
	moderate	30	28.3		51	34		
	Strong	18	17		18	12		
Exports	Very weak				74	49.3	4.32	
	weak				37	24.7		
	moderate				27	18		
	Strong				13	8		
Tax	Very weak	0	0	14.22	11	7.3	10.72	
	weak	0	0		68	44.7		
	moderate	8	7.5		64	42.7		
	Strong	98	92.4		8	5.3		
Support of investors	Very weak	38	35.8	4.62	76	50.7	6.81	
	weak	28	26.4		33	22		
	moderate	10	9.4		24	16		
	Strong	30	28.3		18	11.3		
Register and transfer ownership	Very weak				43	28.7	3.41	
	weak				15	10		
	moderate				66	44		
	Strong				19	12.7		
Bankruptcy and liquidation	Very weak	35.8	38	5.02	57.3	86	2.24	
	weak	26.4	28		18	27		
	Moderate	9.4	10		19.3	29		
	Strong	28.4	30		5.4	9		
Efficiency of the judicial system in binding contracts	Very weak				80	53.3	2.13	
	weak				27	18		
	Moderate				35	23.3		
	Strong				9	5.4		

Table 7- Results obtained by T-test in order to compare difference between business space in home jobs and quick impact firms

Variable	Home jobs		Quick impact projects		t	Significance level
	Mean	SD	Mean	SD		
Company registration	14.81	3.74	9.54	3.46	-18.73	0.0001
Receiving license	14.27	3.53	7.67	3.07	-12.57	0.001
Employing and dismissal	7.50	3.72	8.12	2.90	1.84	0.001
Receiving facilities	5.51	3.24	7.83	2.52	7.67	0.001
Tax	14.22	3.71	10.27	3.51	18.76	0.0001
Support of investors	4.62	3.49	6.81	3.99	5.24	0.25
Bankruptcy and liquidation	5.02	3.37	2.24	3.62	-5.13	0.0001

Results of Table 7 shows that there is significant difference between two groups of home jobs and quick impact projects in indicators including company registration, receiving license, employing and dismissal, and receiving facilities and taxes. Base on table 7, the mean of company registration, receiving license and tax in home jobs are higher than the quick impact projects. On the other hand, the mean of employing and

dismissal and receiving facilities in quick impact executives are higher than the other one. Bankruptcy and liquidation in home jobs is more than quick impact projects. As for the support of investors, the mean is low for the both groups.

Investigating the executive policies of government

Results of Table 8 show that 62 people (58.5 percent) of executives of home jobs have stated that incentive policies have been weak. Incentive policies range was from 4 to 20 that mean of 6.78 on quick impact executives reflects the weakness of incentive policies among this group. According to results, supportive policies of 60 people (56 percent) of home jobs owners were weak to very weak and these policies were evaluated moderate and good from 46 people (43 percent) attitude. The mean of supportive policies on quick-impact projects is 7.45 and 58 percent of the people in this group evaluated this policy weak to very weak. The results of Kabaranzad et al. (2011) also confirmed these findings. Table 8 shows that 56 people (57.4 percent) of home jobs owners have stated that advisory policies were weak to very weak and they were moderate to good for 50 people (47 percent). The mean of these policies on quick impact owners was 6.95 and 59 percent of people evaluated advisory-training policies weak and very weak.

Table 8. Frequency of distribution of government policies performance in small agriculture businesses

Variable	Category	Home jobs			Quick impact projects		
		Frequency	Percent age	Mean	Frequency	Percent age	Mean
Incentive policies	Very weak	4	3.8	6.30	2	1.3	6.78
	Weak	54	58.5		81	53.6	
	Moderate	28	15.1		41	27.2	
	Good	20	22.6		27	17.9	
Supportive policies	Very weak	4	3.8	7.62	25	16.6	7.45
	Weak	56	52.8		62	41.1	
	Moderate	22	20.8		43	28.5	
	Good	26	22.6		21	13.9	
Advisory policies	Very weak	4	3.8	6.71	29	19.2	6.95
	Weak	52	49.1		60	39.7	
	Moderate	28	26.4		31	20.5	
	Good	22	20.8		29	19.2	

Range of each policy: 4-20

Range of all policies: 12-60

T-test results in Table 9 shows that there is significant difference between mean of supportive policies among quick impact and home jobs projects executives. However, there is no significant difference between mean of incentive policies and advisory-training policies in two groups of executing entrepreneurship development projects.

Table 9. The results of the T- test to determine the differences between two groups in terms of executive policies of government

Variable	Home jobs		Quick impact projects		t	Significance level
	Mean	SD	Mean	SD		
Incentive policies	6.30	2.78	6.78	3.06	1.98	0.64
Supportive policies	7.62	4.05	7.45	3.15	-0.36	0.001
Advisory-training policies	6.71	2.77	6.95	2.82	0.68	0.85

Range of each policy: 4-20

CONCLUSION AND RECOMMENDATIONS

Motivation of person to start, perseverance, creativity, and personal initiative of project executive, marketing, management skills of managers, government financial support, providing education and training, improvement of rules and regulations for applicants and executives of entrepreneurship development projects, knowledge management, and networking small agricultural small businesses are factors accelerating the process of entrepreneurship development. It is therefore essential to view entrepreneurship development as a process that requirements for achieving its objectives is not only an entrepreneur, or facilities and supporting mechanisms or conditions within the business. It should be noted that none of these three leads to entrepreneurship development alone. In other words, entrepreneurship development is achieved when there is self-reliant person who is creative and innovative motivated constantly, and detect opportunities government

has provided. Such person make use of these opportunities and establish business by his management skills that its internal environment is in line growth of entrepreneurship development; and during these stages, he has appropriate business improvement and injection of incentive, training, and supportive policies.

One of the accelerators of entrepreneurship development in small businesses is entrepreneur. Entrepreneur is highly motivated person accepting balanced risks. He has creativity seeking independence, and has desire to achieve success in works. Having goal, persistence, business information, he starts to create a business with the production of wealth. According to the study, all subjects in both groups have used entrepreneurship development opportunities to established business. Executives of both groups are highly motivated to start activity and they are high level of features such as locus of control and achievement seeking. In terms of risk-taking, both of them are in moderate status (although there are significant differences in this characteristic in both groups). Creativity is a key element in entrepreneurship activities that both groups have low creativity and this represents the first weakness in executives of entrepreneurship development of small businesses projects. Independence-seeking is much lower than other variables. It represents the low independent personality of executives of entrepreneurship development of small businesses projects. Mean of management skills is high in both groups. In some cases, executives of entrepreneurship development projects enjoy low level of an important element of creativity and risk-taking and they have weak innovation in their business. However, the strength of executives of entrepreneurship development of small businesses projects is their management skills. The mean of this variable shows that business owners in both groups have strong management skills. In addition to these cases, educational – advisory, incentive, and supportive policies of government have been evaluated weak. Although relatively good business environment for home projects has been provided, the evaluation of executives of small businesses projects has been weak. In order to develop entrepreneurship in small businesses, the following recommendations are offered:

1. In defining and creating favorable environment for the development of entrepreneurship, we should have comprehensive and overall view because in structuring this evolving process, all three factors entrepreneur, environmental factors and internal factors play a role, leading to synergies and realization of entrepreneurship development.
2. In order to improve business space, it is recommended that transparent and clear rules to be developed. Monitoring rules for other classes of people on receiving license, facilities, simplifying procedures, reducing the time and cost of implementation of the components of the business space, particularly the judicial system performance and reducing government intervention in export and economic liberalizing, and removing administrative bureaucracy are recommended in this regard.
3. Establishment of branches supporting small businesses in rural areas, such as entrepreneurship bank, a fund to support small businesses, rural people access to telecommunications infrastructure such as roads and rural people access to energy sources such as electricity, gas, telephone lines and internet are recommended.
4. We can encourage and introduce entrepreneurs through radio and television programs and the promotion of small businesses, give entrepreneurship awards annually to entrepreneurship initiative projects by villagers and hold exhibitions.
5. Due to self-educations or self-educations, through catalogs, brochures, and posters about the expertise business information or training classes we can increase the information of business owners.

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