

RURAL ENTREPRENEURSHIP IN IRAN

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ABSTRACT

"Entrepreneurship" is a process which takes place in a network in the presence of social relations. Vast majority of the studies related to entrepreneurship have been in the form of personality traits of the entrepreneurs and paying attention to social networks and social capital, has been neglected by them. This study investigates the rural entrepreneurship in Iran and the cases of the study are some villages in the county of Kerman. The research method is library work and field study. After defining the indexes and variables of the study through a questionnaire, the necessary data are gathered. The sampling population is estimated 150 rural enterprises in the county of Kerman. The research findings show that there is a direct and significant relationship between rural entrepreneurship and social capital, entrepreneurship and correlation, entrepreneurship and awareness, entrepreneurship and cooperation. In the factor analysis of entrepreneurship, entrepreneurship infrastructures have the highest effect on the process of entrepreneurship. © 2013 Journal of Rural Indonesia [JoRI] IPB. All rights reserved.

Keywords: entrepreneurship, social capital, rural areas, social networks, factor analysis, iran.

Introduction

Entrepreneurship is the process of enhancing technology through creation of new organizations or businesses. In this process, new professions are created and the workforce starts to need new skills and also new structures are built for the purpose of education and distribution of services. The importance of this process is of such high significance that it is often described as "the heart of economical development

activities" (Khatonabadi, 2009: 3). The three concepts of creative thinking, organized utilization of the resources and the capability to take risks are present in all of the definitions of entrepreneurship. Entrepreneur attempts to gain access to financial, social or human resources through efficient use of the opportunities while also taking the risks and personal motivations into consideration (Taal Yong, 2002:67).

Entrepreneurship is one of the effective factors in rural development, since it can play a significant role in improving the financial state of the rural regions by creating new jobs and sources of income. Therefore, measuring the entrepreneurship of the villagers and attempting to develop and reinforce entrepreneurship through providing the necessary infrastructure is of the utmost importance. Although entrepreneurship positively affects rural societies in many ways, as a social-financial phenomenon, it is in turn dependant to various skills, contexts and factors. In spite of the fact that entrepreneurship is not the only way for job creation and raising the income level of the rural societies, it's certainly the best and most efficient solution. Entrepreneurship can act as a tool for sustainability, independence and reduction of the villagers needs in their own residence (Imani, Jajormi, 12, 2009). The participation of various rural groups in execution of the reforms is an indication of intergroup confidence and creation of social capital is the first step for the rural development. This paper attempts to study the role of social capital on entrepreneurship. It's naturally imperative to first study the criteria for different components of social capital and afterwards, evaluate its correlation with the rural entrepreneurship.

The Research Background

As a social phenomenon, Entrepreneurship is affected by various factors. Some of the theorists consider financial conditions as the factor of entrepreneurship and believe that it's the major force behind economical development and brings innovation, growth and production of services with itself. In an article named "study and analysis of the

contexts for rural entrepreneurship in rural development process", Rezvani and his colleagues arranged the features of entrepreneurs and academic criteria and variables of entrepreneurship in the framework of 31 questions in a questionnaire. This study designs the main indexes and contexts of entrepreneurship into the four categories of: the personal features of the entrepreneurs, the infrastructures of entrepreneurship, the acquaintance of the villagers with entrepreneurship skills, the acquaintance of the villagers with the skill of business formulation, their acquaintance with the skill to create new business and their acquaintance with acquiring novel ideas. The results of this survey revealed that the index of entrepreneurship context for the villagers is 73.3% and is classified as low and very low and 25.3% of the villagers have had a minor new or innovative business in their lifetime. These conditions persisted for the rest of the indexes.

Aghajani and his colleagues studied the role of psychological features of the entrepreneurs on the independent entrepreneurship. According to this basis, six features of the entrepreneurs were measured: the persistence and willpower, innovation, creativity, risk taking, job independence, internal control and the learning spirit. The results of this survey show that psychological features significantly affect the process of independent entrepreneurship. The job independence is the most effective variable and from this point, other variables such as innovation, creativity, risk taking, persistence, internal control and learning spirit take the next ranks (Aghajani, 2010:118-140).

Pour Rajab and his colleagues analyzed the entrepreneurship features. The results indicated that the mean rate for risk taking, internal control, and the need to success were 2.86, 3.35, and 3.47 respectively. Also the mean rate of practicality, innovative imagination, tolerance of uncertainty, desire for prosperity and mental health were 3.76, 3.10, 2, 3.24, and 2.93 respectively (Pour Rajab, 2009: 112-135).

Saadati and his colleagues studied the relation between the social capital and the farmers and investigated indexes such as the public confidence, institutional confidence, active social participations, rural participation tendency and the rural economy. The results indicated low social capital for most of the villagers and also a significant negative relation between the indexes of social capital and variables such as the age of the farmer, size of the family, farming related experience and usable fields. The regression's results showed the six variables of human capital, participatory development, farms, non farming revenues, family upkeep costs and the physical capital as part of the equation's model and this variable explained 56.7% of the social capital index variance among the farmers (Saadat and colleagues, 2012, 4029-4037). In 2005 in a research conducted in Denmark by Elkho, the components of entrepreneurship process were named as:

- a) Studying sources of opportunities
- b) The discovery process
- c) Evaluation and utilization of the opportunities
- d) Individuals who do the discovery, evaluation and utilization of the opportunities (Elkho, 2005, 939-946).

Krishna divided social capital into the macro and micro levels and in the micro

level, recognized it as comprising knowledge and awareness while the factor of awareness itself consists of variables such as values, confidence, unity, interactions and social norms that in turn, include attitude and behavior. Knowledge consists of variables such as the horizontal structure of the organization, the decision making transparency process, responsibility of the social leaders, and responsibility. In the macro level, social capital is divided into subjects such as: civil law, unconcentrated government, the participatory policies process, the regulations framework and social networks. According to his view, the dimensions of opinions, attitudes and the social behaviors and norms are less touchable (Krishna2005, 1-24).

Fouler and his colleagues explain access to entrepreneurship through social capital as the ability of the social capital to be considered as a beneficial resource through improving the intra organizational confidence by linking units or by linking with the external networks. The links responsible for the creation of social capital are created in the personal and organizational level. Social capital is often operated by the means of identifying networks and their relations. From this perspective, entrepreneurship and social capital create networks that ease the discovery of entrepreneurial opportunities and identification, gathering and allocation of the rare resources (fouler, 2006,956-971).

Bornchester and colleagues conducted a research on the effects of social capital on the tendency to entrepreneurship in the smaller and larger societies of Germany. The results showed that access to social capital is linked with membership in the

sports and entertainment clubs, churches, civic organizations and religious communities. In this research, entrepreneurship was the dependant variable and social capital was the independent variable. 15.16% of the workforce in the small cities and 13.46% of the workforce of the large cities are entrepreneurs. The average number of the entrepreneurs who are members of the clubs and communities is larger than that of others and in the smaller communities; this average is larger than the bigger communities. Men, married individuals, and state owners show a greater tendency to entrepreneurship than others and as they age this tendency are increased. Access to the resources such as human and financial resources is considered as important in

initiating entrepreneur activities (Bornchester, 2010, 821-833).

The result of Tajbakhsh and colleagues research showed that the link the level of social capital in the present Iran to the three factors of awareness, confidence and participation. These scholars relate the awareness index to the attitudes and values of the Iranian people towards measuring the social attitude (Tajbakhsh, 2003, 155-195).

The Logical Model of The Research

Rural entrepreneurship is divided into the four major criteria of the psychological features of entrepreneurship, infrastructural contexts for entrepreneurship, personal contexts for entrepreneurship and the entrepreneurship skills. Figures (1) and (2) illustrate these factors.

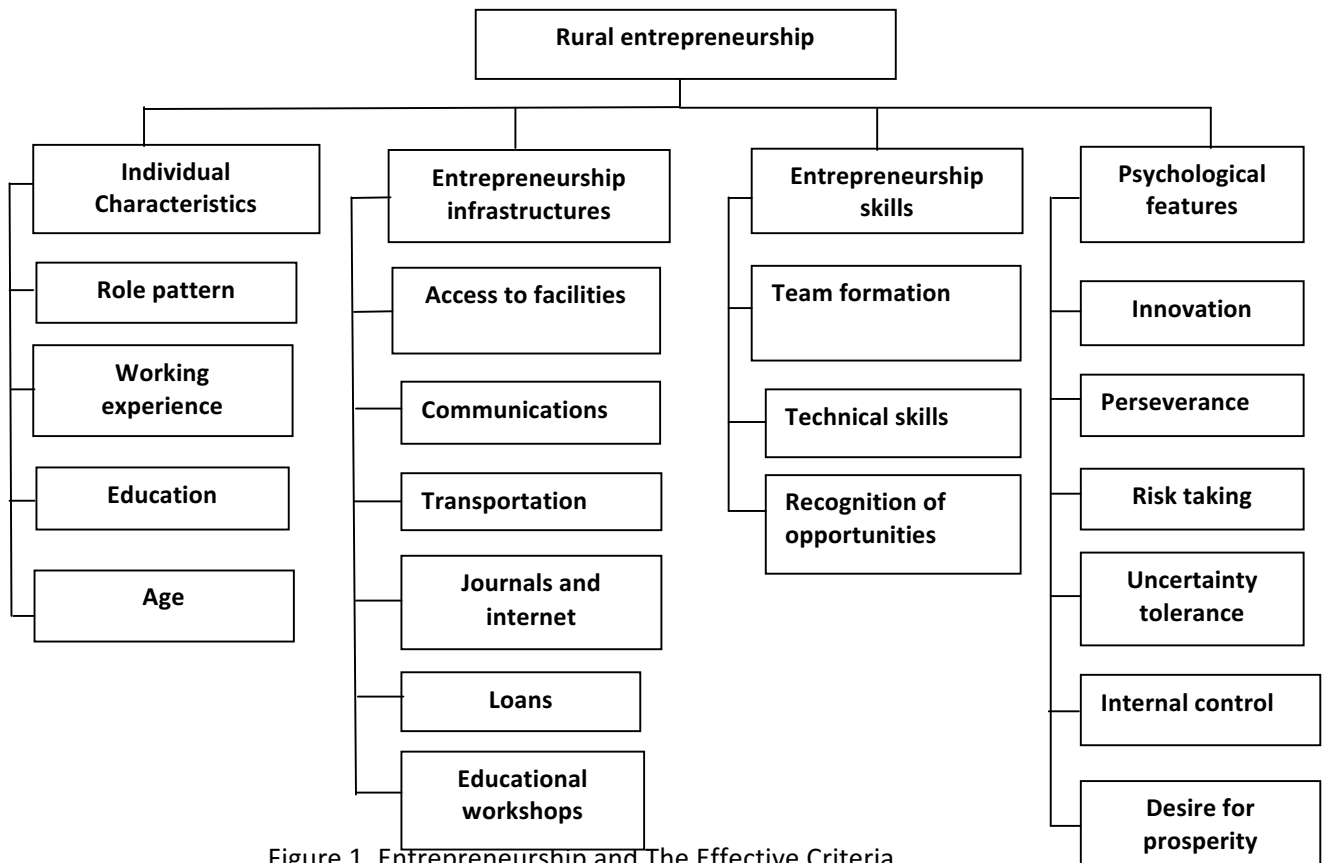


Figure 1. Entrepreneurship and The Effective Criteria

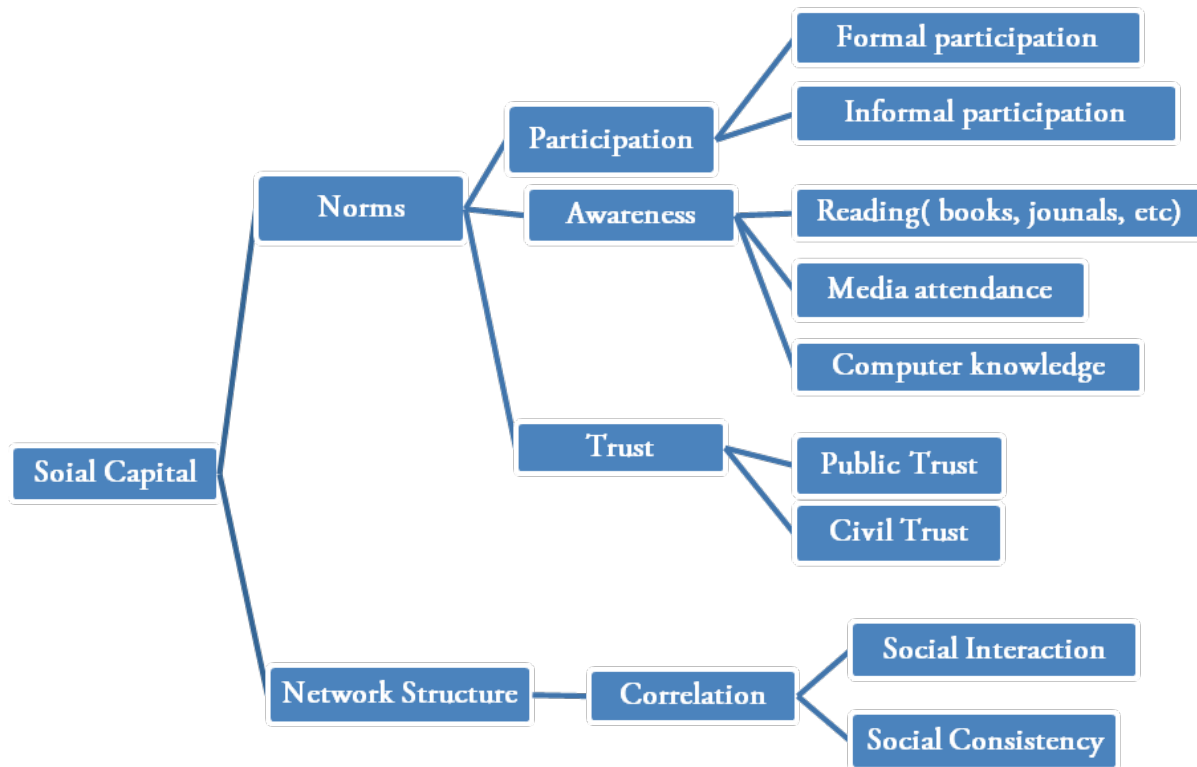


Figure 2. Social Capital and The Effective Criteria

Research methodology

Considering the nature of the method, this research is a descriptive text. While considering the investigation of the relation between various reasons of entrepreneurship and its practical purpose, it's a practical research. The timely framework of this research was a segmental one, meaning it has been conducted only for once during the segment of several months. This research was conducted in the 2nd half of the year 2011. The statistical community of this research includes all of the entrepreneurs in the rural areas of the Kerman province in Iran. Therefore, referring to the central statistics of the work and agriculture department in Iran, the statistical community was selected as 150 people of rural entrepreneurs. The research samples were gained using a random method. Questionnaires were the main tool of the current research. In the first step, 44

questionnaires were directly collected by the researcher in the entrepreneur community of Bam county of Iran. Afterwards, these questionnaires were analyzed for perpetuity utilizing SPSS software and the Cranach's alpha method. The amount of Cranach's alpha was obtained 0.79 and 0.86 were respectively for the entrepreneurship and social capital questions.

Table 1. Reliability analysis (Alpha)

Scale Name	No. of items in the scale	Alpha value
Social Capital	20	0.862
Entrepreneurship	36	0.793

Table 2. The variables of research to estimate of social capital index

Group		Variable name	Scale	Label	Unit	Mod		
Social capital	Norms	Participation Formal participation	Membership in the cooperative (yes=1, no=0)	Nominal	SNPFMCO	0-1	1	
			Membership in the Clubs(yes=1, no=0)	Nominal	SNPFMCL	0-1	1	
			Membership in the Political groups(yes=1, no=0)	Nominal	SNPFMPG	0-1	0	
			Membership in the Local groups(yes=1, no=0)	Nominal	SNPFMLG	0-1	1	
		Informal participation	Participation in Religious ceremonies (very low=1, low=2, middle=3, high=4, very high=5)	Ranking	SNPIPRC	1-5	5	
			Participation in Assistance biotype (very low=1, low=2, middle=3, high=4, very high=5)	Ranking	SNPIPAB	1-5	4	
			Participation in Election (very low=1, low=2, middle=3, high=4, very high=5)	Ranking	SNPIPE	1-5	5	
			Participation in village management (very low=1, low=2, middle=3, high=4, very high=5)	Ranking	SNPIPVM	1-5	4	
		Awareness	Study	Use of the book(hours per day)	Relative	SNASUB	0-24	2
				Use of the journal(hours per day)	Relative	SNASUJ	0-24	1
			Media attendance	Listen to radio(hours per day)	Relative	SNAMLR	0-24	1
				Watch TV(hours per day)	Relative	SNAMWT	0-24	3
			Computer knowledge	Use of the Computer(hours per day)	Relative	SNACUC	0-24	1
		Use of the Internet(hours per day)		Relative	SNACUI	0-24	0.5	
		Trust	Public Trust	Trust to police (very low=1, low=2, middle=3, high=4, very high=5)	Ranking	SNTPTP	1-5	4
				Trust to Representatives(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	SNTPTR	1-5	3
	Trust to Judges(very low=1, low=2, middle=3, high=4, very high=5)			Ranking	SNTPTJ	1-5	4	
	Trust to Neighbors(very low=1, low=2, middle=3, high=4, very high=5)			Ranking	SNTPTN	1-5	4	
	Trust to Farmers(very low=1, low=2, middle=3, high=4, very high=5)			Ranking	SNTPTF	1-5	5	
	Civil Trust		Trust to Municipality(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	SNTCTM	1-5	3	
			Trust to Governor(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	SNTCTG	1-5	3	
			Trust to Village Council(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	SNTCTVC	1-5	4	
	Correlation	Social Interaction	Co-operation with others to solve community problems(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	SNSCSICP	1-5	4	
			Involved in launching new services(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	SNSCSIIS	1-5	4	
			Collaborative partnerships for social and political reform(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	SNSCSICR	1-5	3	
			Improving rural village consultation(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	SNSCSIIR	1-5	4	

Group			Variable name	Scale	Label	Unit	Mod
			high=5)				
		Social Consistency	Participation in community events(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	SNSCSCP	1-5	4
			Efforts to organize exhibitions in the village(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	SNSCSCE	1-5	4
			use of rural opportunities to solve problems(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	SNSCSCU	1-5	4

Table 3. The Variables Of Research To Estimate Of Rural Entrepreneurship

Group			Variable name	Scale	Label	Unit	Mod or Mean	
Rural Entrepreneurship	Individual Characteristic		Gender (male=1, female=0)	Nominal	G	0-1	1	
			Work Experience	Relative	WE	0-30	11	
			Age	Relative	A	0-70	34	
			Level of Education(Illiterate=1, Under Diploma=2, Diploma=3, Degree=4, Master's degree or higher =5)	Ranking	LE	1-5	3	
			Role pattern (Industry=1, Agriculture=2, Services=3)	Nominal	RP	1-3	2	
	Entrepreneurship infrastructures		Accesses to land(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EIAL	1-5	3	
			Accesses to suitable roads(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EIAR	1-5	3	
			Accesses to internet(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EIAI	1-5	2	
			Accesses to transportation(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EIAT	1-5	2	
			Accesses to education(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EIAE	1-5	3	
			Accesses to credit(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EIAC	1-5	2	
			Accesses to Journals(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EIAJ	1-5	2	
	Entrepreneurship skills	Team formation		Getting help from others to start new job very low=1, low=2, middle=3, high=4, very high=5)	Ranking	ESTGH	1-5	4
				Participatory management(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	ESTPM	1-5	3
				Welcome the views of others(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	ESTWV	1-5	4
		Identify opportunity		Identify deficiencies(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	ESID	1-5	3
				Attempt to resolve problems(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	ESIP	1-5	3
		Technical skills		Knowing the Stock Market(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	ETSM	1-5	3
				Knowing Insurance and the law(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	ETIL	1-5	3
				Familiar with the laws of taxes(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	ETLT	1-5	4
			Knowing import and export laws(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	ETEL	1-5	4	

Group		Variable name	Scale	Label	Unit	Mod or Mean	
Psychological features		high=5)					
		Familiar with labor laws(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	ETLL	1-5	3	
		Knowing the rules of pricing and profitability(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	ETRP	1-5	4	
		Identify rival markets(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	ETRM	1-5	4	
		Identify market(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	ETIM	1-5	3	
		Ability to sell products at least possible without intermediaries(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	ETSP	1-5	4	
	Innovation	Imagination(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EPIIM	1-5	4	
		Various ideas(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EPIVI	1-5	5	
		New media design(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EPINM	1-5	4	
		Perseverance	Follow objectives((very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EPPFO	1-5	4
			Persistence in achieving goals(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EPPPA	1-5	4
		Desire for prosperity	Trying to be the best(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EPDTB	1-5	5
			Have faith in your ability to achieve goals(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EPDH	1-5	4
			Performed with a high success(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EPDP	1-5	4
		Internal control	The role of chance in life(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EPICL	1-5	5
			An impact on its success(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EPIIS	1-5	5
			We take their destiny into their own hands(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EPIDO	1-5	4
		Risk taking	Risk in order to achieve better(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EPRR	1-5	4
	Enjoy risks(very low=1, low=2, middle=3, high=4, very high=5)		Ranking	EPRE	1-5	4	
	Uncertainty tolerance	Dealing with ambiguous situations(very low=1, low=2, middle=3, high=4, very high=5)	Ranking	EPUD	1-5	4	

The Findings of The Research

Considering the age variable, about 42 percent of the rural entrepreneurs were within the ages 20-30. Also 45 percent were university graduates while 55 percent lacked any such degrees. The average work experiences of entrepreneurial are 11 years and 89% are male. The more of rural

entrepreneurs are engaged in the agricultural sector (49%).

Table 4. The characteristic of rural entrepreneurships

Independent variable	Average	Mod
Age	23	25
work	11	10

experiences		
Level of Education	-	Diploma
Job Activity	-	Agricultural Sector

The total characteristic of entrepreneurship, rural entrepreneurs assessment in good level (mode= 4). The total characteristic of social capital, rural entrepreneurs assessment in middle level (mode= 3). Considering the relation between social capital and entrepreneurship, the findings of the study revealed a 99 percent and very significant relation between these two factors.

Table 5. The relation between social capital and rural entrepreneurship

Independent variable	Pierson correlation coefficient (t)	sig
Social Capital	0.397**	0.000

The relation between subset of social capital and rural entrepreneurship showed that there are a significant relationship between rural entrepreneurship and social correlation, participation, awareness and entrepreneurship skills. Also the result of research showed that there are not significant relationship between variables of rural entrepreneurship and Trust.

Table 6. The relation between subset of social capital and rural entrepreneurship

Independent variable	Pierson correlation coefficient (t)	sig
Social Correlation	0.371**	0.000
Participation	0.264**	0.000
Awareness	0.303**	0.001
Trust	0.275 ^{ns}	0.364
Entrepreneurship skills	0.195**	0.005

The result of research showed that the relation between variables of education level, age and rural entrepreneurship is not significant.

Table 7. The relation between education level and rural entrepreneurship

Independent variable	Spearman's correlation coefficient	sig
Education level	0.093 ^{ns}	0.115

But the relation between variables of work experience and rural entrepreneurship is very significant in level of 99%.

Table 8. The relation between Age, Work Experience and rural entrepreneurship

Independent variable	Pierson correlation coefficient (t)	sig
Age	0.069 ^{ns}	0.635
Work Experience	0.246**	0.000

The result of research that the relation between variables of gender and rural entrepreneurship is not significant but the between variables of role pattern and rural entrepreneurship is significant in level of 95%.

Table 9. The relation between gender, role pattern and rural entrepreneurship

Independent variable	Kendal correlation coefficient	sig
Gender	0.029 ^{ns}	0.450
Role pattern	0.112*	0.012

Conclusion

Considering the findings of the study that showed about 42 percent of rural entrepreneurs being within the age 20-30, it can be deduced that the rural entrepreneurs

are from the younger class of the society. The capacity of the youth for entrepreneurship in rural communities is judged as appropriate. The other findings indicated that more than 55 percent of the rural entrepreneurs didn't have academic education. It can be deduced that most of our entrepreneurs lack academic education and that the academies education didn't possess the necessary ability to train entrepreneurs. The structural weakness in the units of each course and the general instructions of the academy indicate a low statistical percentage for the academic entrepreneurs. The findings also show that there is no significant relation between the age variable of the entrepreneurs and their entrepreneurship capabilities. This is consistent with Jajerm's work (2009) on the entrepreneur headmen in the rural areas, indicating that young generation has an entrepreneur spirit and according to the field studies, there is no meaningful relation between the job resume and entrepreneurship.

The findings also show that the education level variable is not significantly related to entrepreneurship that is consistent with Miri's (2008) research on the matter. In this case, the studies show that in the developing countries, especially in Iran, the graduates of high academic levels lack the entrepreneurship spirit. The findings also revealed that technical skills are significantly related with entrepreneurship, indicating that skill development plays a more important role than academic education for rural entrepreneurship. The development of technical workshops can be as effective as academies in developing entrepreneurship. There is a very meaningful relation between rural entrepreneurship and social capital. As

stated by Gholi Pour and colleagues (2008), people with higher social capital spend less time being exploited in the financial interactions and overseeing other peoples performance and therefore, have more time to spend on thinking, innovation and creativity and finally, entrepreneurship. Any sort of improvement in social capital can enhance entrepreneurship.

The analysis of the findings in this research reveals a highly positive and significant relation between entrepreneurship and social correlation, which is in accordance with Elkho's work (2005) in Denmark. The Social unity that explains presence in social events constitutes social networks that enable information exchange. This exchange can effectively help the arrival of new ideas and make it possible for the entrepreneurs to get acquainted with other forms of arts and innovations. The analysis of the findings also show a positive and significant relation between entrepreneurship and participation, which is in accordance with Gholi Pour's work in 2008. Participation makes the distinction of opportunities and the recognition of shortcomings more effective.

There is a positive and highly significant relation between entrepreneurship and awareness. Mc Cleland (1965) emphasizes on the role of the media and journals in this matter. The present research reveals a significant relation between media and the dual variable compound of the demographic factors of entrepreneurship. This significance indicates the importance of media's role in entrepreneurship. Besides, in the rural areas, there is a shortage on the number of entrepreneur journals transferring these concepts to the society. This public education can be effective, not

only on the rural managers, but also the mass of unemployed youths who are looking for work in rural areas. In the present study, the meaningfulness of the relation between awareness and entrepreneurship is measured by the level of attention to the media and journals and mentions the fact that media plays a major role in entrepreneurship and employment in the rural areas that in turn, reduces immigration to the cities.

According to the analysis of the findings, there is no significant relation between entrepreneurship and trust. This indicates that low trust caused the risk-taking entrepreneur who has failed to expect punishment from society and it directs him to use a strategy of attempting to conceal and deny his mistakes that in turn may reduce entrepreneurship. The very reason behind this low trust can be the subject of future studies conducted by our scholars and researchers.

According to the findings of this study, there is a significant relation between social capital and rural entrepreneurship. Entrepreneurship requires a certain culture that can be hard and time-consuming to develop. The ability to understand the changes and discover the opportunities, participation and teamwork, innovation and creativity, independence and responsibility and risk tolerance are all part of this culture and can't be achieved in a sudden movement and short-term period. The best strategy for developing the culture of entrepreneurship in rural areas is to improve the entrepreneurial knowledge through various educational and promotional programs.

According to our findings, there is no meaningful relation between entrepreneurship and civil trust. It's

imperative to create the basis for improving trust and closer relations between the villagers themselves and official managers to reduce the time consumed for information protection. This redeemed time can be spent on innovation. The civil trust of the villagers will be boosted by the government's loyalty to its promises and public trust is the result of providing social security.

The findings reveal a positive and significant relation between rural entrepreneurship and participation. One of the most important procedures for rural development and increasing entrepreneurship is the creation of a participatory management atmosphere and involving the villagers in the decisions made for them. Introducing and designating participatory locations for the purpose of theoretical and practical guidance in rural areas stimulates the motive for participation.

According to our findings, entrepreneurship is directly and meaningfully related with social correlation which is in accordance with Elkho (2005). The government can provide an excellent context for entrepreneurship and employment in rural areas by programming, designing and executing various plans for access to government services in rural areas. These services cover a vast spectrum: departmental, financial, security, insurance and social welfare, protection of the natural environment, maintenance and development of the green fields and forests and even protecting the borders of the country and its national interests. Employing the workforce for these requirements should be done regionally and as far as possible, by the private sector which will reinforce social interactions and

social unity. This strategy will also decrease the immigration trend from the villages to the cities which is mainly done for providing access to the mentioned services.

The findings indicate that there is a positive and meaningful relation between entrepreneurship and awareness. The present research reveals a significant relation between media and the dual variable compound of the demographic factors of entrepreneurship. This significance indicates the importance of media's role in entrepreneurship. Besides, in the rural areas, there is a shortage on the number of entrepreneur journals transferring these concepts to the society. This public education can be effective, not only on the rural managers, but also the mass of unemployed youths who are looking for work in rural areas. In the present study, The meaningfulness of the relation between awareness and entrepreneurship is measured by the level of attention to the media and journals and mentions the fact that media plays a major role in entrepreneurship and employment in the rural areas that in turn, reduces immigration to the cities.

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