

Research Paper

Typology of the Mentality of Rural Women About Promotion of Rural Entrepreneurship

*Mohammad Bagher Arayesh¹, Farshid Namamaian², Alireza Eslambolchi³, Mostafa Rezaeirad⁴

1. Assistant professor of Agricultural Extension and Education, Islamic Azad University of Ilam, Ilam, Iran.
2. Assistant professor of Business Management, Islamic Azad University of Kermanshah, Kermanshah, Iran.
3. Assistant professor of Management, Islamic Azad University of Hamedan, Hamedan, Iran.
4. Assistant professor of Management, University of Boalisina, Hamedan, Iran.



Citation: Bagher Arayesh, M., Namamaian, F., Eslambolchi, A., & Rezaeirad, M., (2019). [Typology of the Mentality of Rural Women About Promotion of Rural Entrepreneurship (Persian)]. *Journal of Rural Research*, 9(4), 536-551, <http://dx.doi.org/10.22059/jrur.2018.258215.1257>

doi: <http://dx.doi.org/10.22059/jrur.2018.258215.1257>

Received: 30 May 2018

Accepted: 15 Nov. 2018

ABSTRACT

The present research was conducted on the typology of mental models of rural women for rural entrepreneurship development in *Ilam* province. The study deals with the subjective opinions of the participants based on Q methodology. It is applied in terms of goal as well as exploratory and mixed in terms of data collection. The participants of the study consisted of 26 successful female rural entrepreneurs selected by the targeted judgment method. The data were obtained through interviews and a literature review. As many as 49 phrases were selected as Q statements. The SPSS software was applied for data analysis. According to the results obtained from the exploratory factor analysis, the mentality of the participating rural women about promoting rural entrepreneurship was classified into six types including entrepreneurial, market-driven educational, economy-centered, environment-centered, participatory, and supportive types.

Key words:

Women, Q methodology, Rural entrepreneurship, *Ilam* province, Mental patterns

Extended Abstract**1. Introduction**

Women account for more than half of the world's population. Although they hold two-thirds of the workforce, they have only one tenth of the income and one hundredth of the possession of the world. Statistics and the existing information show that

almost all women's income is spent on the family. This is while men bring home only 50 to 68 percent of their income. Women entrepreneurs create a business by using creativity and innovation. Entrepreneurship can solve such problems as unemployment, lack of creative and dynamic human resources, significant declines in productivity, low quality of products and services, and economic downturn.

*** Corresponding Author:**

Mohammad Bagher Arayesh, PhD

Address: Department of Agriculture, Islamic Azad University, Ilam.

Tel: +98 (843) 2224827

E-mail: arayesh@ilam-iau.ac.ir

Despite the unique role of rural women in the process of rural and agricultural development, the available information indicates that their employment is inappropriate. According to the census of 1996, the overall share of women's employment was 9.09%, while the standard employment rate for women is about 30 percent. In *Ilam* province, in the current situation, the level of economic participation of 10-year-old women still remains at an optimal distance, while only 15.7 percent of women were economically active in 2005. Considering villages as the strategic axis of agriculture and food production, the share of villages and villagers in the process of rural development should not be ignored. Otherwise, there will be unaffordable costs and consequences such as excessive growth of immigration, increase of marginalization around metropolises, and many other problems. Therefore, it is important to address the issue of rural entrepreneurship. It is to be emphasized, however, that designing and implementing rural development programs regardless of the attitudes, perception and mentality of the audience of the programs is not likely to bring about any proper or desirable outcome.

2. Methodology

The present research was conducted with the aim of identifying the different mental models of rural women entrepreneurs about rural entrepreneurship development in *Ilam* province. The search for the subjectivity of the participants in this regard was done with Q methodology. The dominant paradigm of the study was a mixed method. The research is an applied one in terms of goal and an exploratory mixed one in terms of data collection. The concurrence of experts included six employees of government agencies involved in entrepreneurship each with over 15 years of service and an undergraduate background, six university professors with backgrounds in rural entrepreneurship studies, and 6 successful rural entrepreneurs introduced by the corresponding government agencies. Also, the participants consisted of 26 successful rural women entrepreneurs selected by the targeted judgment method. Forty nine phrases were extracted based on the interviews with the participants and the literature review. Then a questionnaire was designed with 49 cards. The data were analyzed by the Q exploratory factor. Q methodology is a technique that identifies and classifies people's perceptions and beliefs. It also categorizes groups of people based on their perception. Usually, Q method is a link between qualitative and quantitative methods. The main difference between Q method and other research methods in social science is that individuals are analyzed instead of variables. In this study, five different steps were

taken to reveal mental patterns. The first step was creation of Q options. At this stage, QI options were formulated by conducting semi-structured interviews with the members of the forum. In the second step, the selection of the participants took place. To select the collaborators, we tried to use the most relevant subjects on rural entrepreneurship. In the third step, ranking and sorting were done. At this stage, to make a ranking table, the quotes were used from the quasi-normal distribution in the form of compulsory distribution. To test the reliability of the research tool, a test-retest was done. In the fourth step, the statistical analysis of the data was carried out through a factor analysis to identify similar mindsets among the participants. In the fifth step, the factors were interpreted.

3. Results

Based on the principal component analysis, the varimax rotation, the factor matrix, and the variance percentage, six factors were extracted from a total of 49 questions. These factors explained one another and covered 83.13 percent of the total variance of the variables (i.e. common participants' viewpoints). Based on the results of the factor analysis, the participants' mentality was found to make up six classes including entrepreneurial - market-driven educational, entrepreneurial - economy-centered, entrepreneurial - environment-centered, entrepreneurial - behavior-centered, entrepreneurial - participatory, and entrepreneurial - supportive classes.

4. Discussion

In this research, Q methodology was used to identify the mentality of rural women entrepreneurs about rural entrepreneurship development in *Ilam* province. As the results showed, the women entrepreneurs who participated in this research had different attitudes towards the promoters of rural entrepreneurship.

5. Conclusion

The mentality of the participants in this research was classified into six separate groups. They were of entrepreneurial - market-driven educational (20/37), entrepreneurial - economy-center (15/90), entrepreneurial - environment-centered (12/21), entrepreneurial - behavior-centered (11/96), entrepreneurial - participatory (9/41), and entrepreneurial - supportive types.

Acknowledgments

This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

Conflict of Interest

The authors declared no conflicts of interest

Archive of SID