

## ARTICLE

# IDENTIFICATION AND PRIORITIZATION OF EFFECTIVE FACTORS ON DEVELOPMENT OF RURAL BUSINESSES WITH AHP ATTITUDE (CASE STUDY: DEHKAHAN VILLAGE, CITY OF KAHNUJ)

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## ABSTRACT

Nowadays the biggest disaster in human societies, especially in rural societies where are the concentration centers of the underprivileged communities in the developing countries, is unemployment. In order to decrease unemployment problems and to reinforce rural areas, there should be fundamental activities to compile new methods of organizing businesses which are different from the ordinary employment systems. The objective of this survey is identification and prioritization of effective factors on development of rural businesses in the Dehakan village in the city of Kahnuj. First, these factors were identified by Delphi technique, and then, each one's level of effectiveness on development of rural businesses was determined by AHP. The statistical society includes 30 experts of three sectors: the related government sector workers, the private sector workers, and social sector workers. This study is descriptive-survey type and the tools of data collection are questionnaires. The research findings showed that seven main factors (infrastructural, economic, marketing, educational-promotional, individual-social, environmental and political-legal factors) and 29 sub-criteria are important in development of rural businesses in Dehakan village. The findings also showed that the first priority is marketing, then respectively the economic factor, educational-promotional, individual-social, political-legal and infrastructural factors stand in the following positions. The environmental factor was at the bottom of the list.

## INTRODUCTION

In the present-day human societies, one of the biggest problems is unemployment. This problem is more apparent in the rural communities which are the canons of poverty in the developing countries. These communities are not only victims of unemployment, disorder and lack of plans, but they are also victims of environmental conditions and necessities. Now, the real help to the underprivileged is not donating them charities, but it is bringing changes to their behaviors and characteristics and to let them know that giving charities is not an urgent issue. For reducing the immediate problems of unemployment, empowerment and creating capabilities (in the rural areas), there must be infrastructural activities carried out for compilation of new methods of organizing businesses for future; activities which are different from the ordinary and common employments [1]. Small and variable businesses can protect rural economy against national economic changes [2]. Promotion of entrepreneurship and rural development through productive activities is directly related to improving general living conditions and human rights [3]. Therefore, in the recent decades, to overcome economic problems ahead of rural communities, the Entrepreneurship attitude has been considered as an important solution of rural development. Entrepreneurship is a targeted process and activity which combines risk-taking, creativity, innovation and personal success, and it requires taking economic, behavioral and social responsibilities for starting new and profitable businesses. Entrepreneurship can develop trade and business in the agricultural and non-agricultural jobs. Agriculture-related activities such as: farming, gardening, animal husbandry, keeping honey bees, and activities like forestry, fishery and preserving natural resources, environment conservation, development of rural industries (handicraft, home, workshop and factory industries), rural tourism, are the most important foundations of Entrepreneurship in the rural areas. These are the main elements and structures of small businesses; and as new opportunities, they can help overcome existing problems such as unemployment, poverty, immigration and can help reduce inconveniences [1]. According to the published statistics of the UN, approximately 62% of world population lives in the rural areas. In this sense, because of including big masses of world human population, especially in the rural areas of the developing countries, rural societies are specifically important. Today's rural communities often encounter problems such as lack of information, less effective skills, weak entrepreneurial prospect, and ethnic and tribal discrimination. These characteristics differentiate them from other communities [4]. Rural entrepreneurs' challenges are as following: the villages remoteness and puniness, access to the wealth, access to technological knowledge, less effective skills. Considering the activities carried out in different countries of the world, including Iran, rural businesses are facing different challenges such as issues related to human resources, reduction of population and small local markets, farness from rural areas, financial sources, competitiveness, communication and transportation infrastructures, rules and regulations, social and cultural obstacles, focusing on one special industry or business, and lack of sponsoring organizations [5]. Despite these challenges, rural areas provide various advantages for establishing different businesses. Also because of having lots of natural and human resources, villages of Iran can be the basements for advent of many new and Entrepreneurship businesses [6].

### KEY WORDS

Development, village businesses, Entrepreneurship, Delphi technique, Analytic Hierarchical Process

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Generally, there are three strategies for development of rural Entrepreneurship: 1: Attracting businesses from other areas (especially urban areas) to villages 2: Maintaining and developing the existing businesses through supporting policies 3: Supporting creation and development of new businesses within the rural areas. The third option is usually considered more and, compared to the other two options, it is more practical. Therefore, the point is that in order to do businesses and create new jobs, there are good potentials in the villages, but so far, the influential and facilitating factors have not been researched, identified and presented before job creators. So, this article tries to identify and prioritize the important factors on rural businesses.

## Research background

Different studies have been carried out on rural businesses and Entrepreneurship and also on the influential factors on them in order to achieve economic development for villages. In this part, a review of the carried out domestic and foreign studies in this regard will be presented. First, the carried out studies in Iran on this subject will be presented: Rokn-ud-Din Eftekhari and Taherkhani, studied establishment of industry in villages and its role in welfare of rural areas. They concluded that industrialization of villages, as part of the rural development in all aspects, meets the most important objectives of development in the rural areas and alongside Entrepreneurship and increasing income of low-income rural groups, it reduces poverty and increases welfare of rural areas. Moti'i et al explained the influential factors on empowerment of villagers in development of Entrepreneurship; they identified ten influential factors on empowerment of villagers for developing Entrepreneurship [7]. These factors, according to their degree of influence, are: effort, organization, finance and economy, education and roll modeling, individual independence, previous experiences, creativity, sense of success, and internal locus of control. As a result, existence of individual and environmental factors is influential in increase of empowerment of villagers for creation and development of businesses. Abdullah Zadeh et al (2014), in their survey, studied the requirements of starting businesses in rural areas and concluded that receiving technical and specific training on the related business, increase of self-confidence at work, and gaining occupational and practical experiences have the biggest influences[8]. Farahani et al (2014) studied the influential factors on growth of Entrepreneurship in rural areas and identified eight factors; out of these factors, the most important one was the infrastructural and social factor. The following factors were respectively economy, knowledge and awareness, self-confidence, individual creativity, innovation and creativity, physical infrastructure, and access to economic facilities [9]. HeidariSareban (2015) studied the influential factors on success of rural job creators and the results showed that the most important elements on success of job creators are 6 elements (empowerment and reinforcement of economic infrastructure, reinforcement of legal and informational infrastructure, strengthening motivation and commercializing agriculture, institution-building and capacity-building, and strengthening social participation and aggregation of scattered villages) [10]. Wendy and Chung (2007), in their study titled 'Theorizing a framework of factors influencing" performance of women entrepreneurs in Malaysia', stated that the main obstacles before women's rural Entrepreneurship are: low social position, inappropriate living environment, low information, lack of demand, lack of access to resources, dispersion of villages, lack of access to knowledge and low levels of skills [11]. Olujide (2008) in his survey titled 'Attitude of the youth towards projects of rural youth' concluded that there is a significant relationship between attitude towards employment in agriculture and level of rural youth's participation in the rural development projects. Zografos (2009) studied the role of social companies in reconstruction of rural areas and the results showed that with development of Entrepreneurship in the rural areas, social and environmental indices improve and sustainable development of rural areas can be achieved. Thumbunan (2009), in his study titled 'Women's entrepreneurship in Asian developing countries' concluded that lack of capital, high price of inputs, high expenses of labor force, lack of proper technology, and lack of skilled labor force are some of the most important obstacles for development of small and medium Entrepreneurship entrepreneurs. Folmer et al (2010), in their article, have studied the effective factors on rural industrial Entrepreneurship among farmers. The results showed that all job creators do not receive support from their families; and the capital market can fill this gap by founding financial institutes, elevation of educational plans and providing exemptions from taxes [12]. Alonso and Trillo (2014), in their article titled 'Women, rural environment and Entrepreneurship ', stated that except considering equal behavior between women and men, there are not special mechanisms presented for women. The offered work is that social and economic situation of women in the rural areas of Spain at the moment be analyzed and studied; and by doing initial diagnosis, suggestions be made for improvement of employment and economic conditions of women through Entrepreneurship in activities and in special sectors [13].

## Theoretical principles

### Concepts and definitions of rural business

In Oxford Dictionary, business means "buying and selling, and commerce". In Longman Dictionary, business means "the activity of making money, and commerce through which money is made". In simple words, business means a form of being busy; and generally, it includes activities that contain production and buying of goods or services with the purpose of selling them and gaining profit [14]. In other words, business means every type of money-making in which services or things which other members of society need, would like to buy, and can pay for, are produced, distributed and offered. Every exchange that includes buying and selling is not business, but business is every repetitive and reviving exchange of buying and selling. Considering these mentioned definitions, characteristics of business are: selling or transferring goods and services for

gaining value, dealing of goods and services, motivation of benefit, and activity along with risk. Therefore, considering these definitions and variables that were mentioned for business, domain and factors of business were presented in the framework of different categorizations. According to one of the most important categorizations, businesses are divided into three main categories: 1. Industrial businesses, 2. Service businesses, 3. Trade businesses [14].

Briefly, industrial businesses deal with production of goods and raw material, whereas service businesses deal with distribution, and trade businesses mean mediation. In another division, businesses are divided into six groups: 1. Electronic businesses 2. Domestic businesses 3. Family businesses 4. Rural businesses 5. Small and medium businesses 6. Big businesses [15].

### Rural businesses

Considering the small sizes of villages, rural businesses are in small scales, and considering the domination of agricultural and workshop activities, they have special efficiencies [1]. A review of the carried out studies in this regard show that there is a shift in the rural businesses from businesses based on agriculture to general businesses. Nowadays, development of small and medium businesses is considered as one of the important solutions for Entrepreneurship and increasing income of people in the rural areas. Small and medium economic entrepreneurs are identified as vital means for economic reinforcement of villagers. Development of small economic rural businesses, along with creation and reinforcement of spirit of Entrepreneurship, can accelerate the process of rural development as a fundamental solution. On the other hand, by development of these types of businesses and strengthening the spirit of Entrepreneurship among villagers, the foundation and pre-requisites of combining sources can be provided both inside the villages and outside them. In this way, the required conditions can be provided for improving the life quality of individuals, families and social lives of villagers; and the required tools can be provided for stabilizing healthy economies and environments for the villagers [16]. Walstad and Kourilsky (1996) proposed a model with four important factors that have significant role in entrepreneurial businesses. These factors are as following:

- Society's attitudes towards small businesses and entrepreneurship
- The attitudes towards implementation of entrepreneurial businesses
- Accepting government and taxes regulations
- Entrepreneurial and entrepreneurship education Knowledge.

All over the world, especially in the developing countries, the most fundamental businesses belong to villagers, and they play the most important roles in the economies of their countries.

On this basis, Entrepreneurship is one of the ways that provide new opportunities for job creators through which they can elevate the life standards in the rural communities by establishing new economic institutions in small and medium businesses [17].

### Rural entrepreneurship

The word entrepreneur comes from the French verb *entreprendre*, which means to undertake (Landström 2005). Joseph Schumpeter contributed significantly to the theory of entrepreneurship through his seminal book *The Theory of Economic Development* in which entrepreneurship is viewed as the primary engine of economic development, with innovation as a central element (Lordkipanidze et al. 2005). With regard to rural areas, which encompass territories with specific physical, social and economic characteristics, there is increasing demand and interest in proposing entrepreneurship as a new form of business and therefore as a key element in the process of rural development, especially in areas where development is sluggish. Rural entrepreneurship is defined as 'the creation of a new organisation that introduces a new product, serves or creates a new market, or utilises a new technology in a rural environment. (Lúcia Pato and Teixeira, 2016). Rural entrepreneurship is defined as 'the creation of a new organization that introduces a new product, serves or creates a new market, or utilises a new technology in a rural environment' (Wortman 1990). In fact, rural Entrepreneurship has no difference with the general concept of Entrepreneurship. Regan believes that rural Entrepreneurship meets the requirements of employment, increase of income and production of wealth, improves life quality and supports local people to participate in the improvement of economy (Regan, 2002). According to Wortman rural entrepreneurship refers to creating new organization which introduces or offers a new service or production, creates a new market, or it makes use of new technology in rural environment (Heriot, 2002). The foundations of using Entrepreneurship in the rural areas and in the agricultural sector are very wide and various. In fact, these areas are considered as untouched environments for Entrepreneurship. Activities related to agriculture sector, such as farming, gardening, maintaining green houses, animal husbandry, honey bee farming, as well as foresting, watershed management, preserving and developing environment, development of rural industries and process industries such as domestic industries, handicrafts, workshops and manufacturing, rural and country tourism, activities related to nomads, rural housing, etc. are most important beds for Entrepreneurship in agricultural sector in the rural areas [18]. Generally, Entrepreneurship leads to formation of small-scale and new economic activities with individual and group capitals [19]. Some of the obstacles before rural Entrepreneurship are lack of the culture of supporting Entrepreneurship, fairness from market and services, lack of access to capital, lack of network and communicational opportunities and lack of industrial clusters that can accelerate innovation (Mark Lee, 2002). Therefore, Entrepreneurial activity faces lots of obstacles. Because of that, for

successful rural Entrepreneurship performance, this point should be considered that how job creators use their knowledge, resources and networks . By getting influence from different factors such as individual features and motivations, education, culture and customs, rules, policies and technical knowledge, Entrepreneurial activities can bring different results in terms of behavioral, economic, social, and other patterns (Alison, 1990). Therefore, Entrepreneurship in the rural areas can create a modern order for development of business in the rural areas.

Introduction of conceptual model of the survey

In this survey, influential factors on development of rural businesses are studied. The main pivots of this model include seven factors i.e. economic, infrastructural, marketing, individual-social, educational-promotional, environmental and political factors. [Fig. 1]

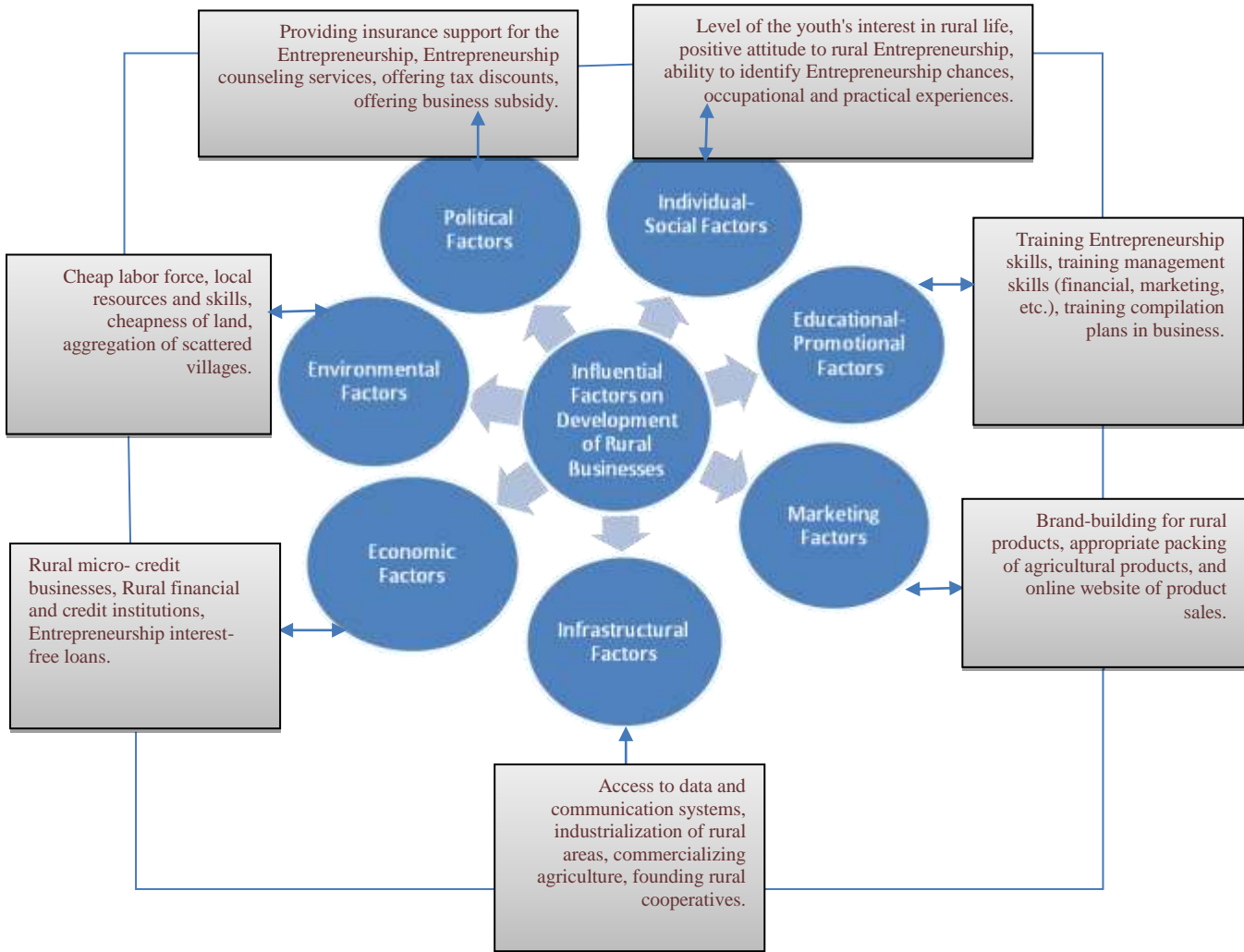


Fig. 1: Research conceptual model

METHOD

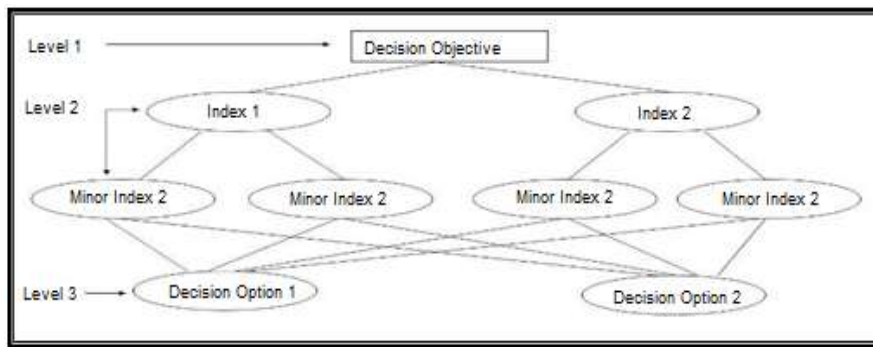
The present study, considering the nature of the issue and its objective, is descriptive-applied type, and on the basis of methodology, it is survey. In the course of the survey, for identifying the factors and the sub-phenomena, Delphi method, and for prioritizing the factors and sub-phenomena, AHP was applied. Considering the objective of this study which is identifying effective factors on development of rural businesses in the Dehakan village in the city of Kahnuj, the target statistical society of the research includes three parts: related government sector activists (governor, governor of the district, village cooperative, and construction jihad organization), activists of the private sector (capital owners, legal and real persons of business), and activists of social sector (VA, Islamic Council). Statistical sample includes 30 members of experts and specialists of the studied society who have been selected through simple census. In the present study, for data collection, library and field research methods have been used. In order to compile the principles, definitions and theoretical concepts, as well as research background, library sources were used. It included most important and most useful search engines on the internet, proceedings of presented



articles in scientific conferences, thesis papers and books from libraries of universities. Justifiability of research questionnaires is of the content justifiable type. In this regard, the content of the questionnaires were studied by supervising professors, research counselors, and a number of experts and elites in this field. On the other hand, tools of data collection, considering the applied method in this study, have reasonable justifiability (content). Validity and perpetuity of the questionnaire (AHP) which is standard is measured by ratio of incompatibility. Perpetuity of the questionnaire was measured 0.03.

**Analytic hierarchical process (ahp)**

Analytic Hierarchical Process (AHP) is one of the most powerful multi-phenomena decision-making methods. Stages of solving a problem in this method include the following main steps. Step 1: modeling. It means determination of "objective", "indices" and "options". In this step, the objective of decision-making hierarchically comes out of decision elements which are related to one another. The process of hierarchical analysis requires breaking of a decision problem with several indices into a hierarchy of levels. The first level shows the main objectives of decision-making process and the second level shows the main and basic indices which might break into minor and smaller indices in the next level. The third level presents the decision options. This hierarchy is shown in [Fig. 2].



**Fig. 2:** Hierarchical display a matter of decision

**Step 2:** Data collection and formation of matrixes of even comparisons. In this step, different expenses are compared every time in relation to one index by the decision-maker, and also indices to one another, two by two; and the results of comparison are presented in tables called matrixes of pair comparisons. This pair comparison is conducted by allocating numerical scores which show priority or importance of two elements. [Table 1] is used for this purpose.

**Table 1:** Basic scales of hierarchical analysis process for pair comparison

Preference Value	Comparison situation of i to j	Explanation
1	Equal importance or preference	The i option or index in relation to j is in the same level of importance or they don't have superiority over each other.
3	Almost important	Option or index i is almost more important than j
5	More important	Option or index i is more important than j
7	Much more important	Option or index i has more preference and is much more important than j
9	Infinitely more important	Option or index i is infinitely more important than j, so much so that it is not comparable to j
2, 4, 6, 8		Shows mediate values between preference values. For example, 8 shows more importance than 7 for i, but not so much that makes it incomparable to j

**Step 3:** measurement of comparative steps. For every one of the matrixes of pair comparisons achieved in the previous step, the weight of options on the basis of every index and also the weight of indices in relation to one another are measured. Summary of this operation for every matrix is as follows: 1. calculate the collection of numbers in every column of the pair comparison matrix, and then divide every element of the column by collection of the numbers of that column. The newly achieved matrix is called "normalized pair comparison matrix". 2. Find the average number of every line of normalized pair comparison matrix. This average value shows the relative weight of decision elements accordant with matrix lines. **Step 4:** measuring the final weight. In this step, measured relative weights of options are merged together while the weights of indices are considered, and the final weights of options calculated and prioritized. **Compatibility in judgments:** approximately all measurements related to AHP are carried out on the basis of the initial

judgment of the decision makers which appear in the form of matrix of pair comparisons; and every error and conflict in comparison and determination of importance between the options and indices disconcerts the final results of calculations. Conflict ratio (CR) is a means that determines compatibility of judgments and shows to what extent priorities resulted from comparisons can be trusted. Perhaps, comparing two options for one case is an easy task, but by increase in the number of comparisons, certainty about compatibility of comparisons cannot be guaranteed and this certainty has to be achieved by applying conflict ratio. Experience shows that if the conflict ratio is below 0.1, compatibility of comparisons is acceptable; otherwise, the comparisons have to be repeated. The following steps are used for calculating the conflict ratio: Step 1: calculating the vector of weight collection: multiply pair comparison matrixes by perpendicular vector of relative weights. Name the new achieved vector in this way as weighted support vector (WSV). Step 2: calculation of compatibility vector: divide the elements of weight support vector by the relative priority vector. The achieved vector is compatibility vector (CV). Step 3: achieving  $\lambda$ : average of the elements, compatibility vector gives  $\lambda_{Max}$ . Step 4: calculating the compatibility index (CI): this index is defined as follows:

$$CI = \frac{\lambda_{Max} - n}{n - 1}$$

n is the number of existing options in the equation. Step 5: calculating the conflict ratio: conflict ratio is achieved by dividing compatibility index by random index (RI):

$$CR = \frac{CI}{RI}$$

Random index (RI) is extracted from table 2 (Mehregan, 2005).

**Table 2:** Random index

n	1	2	3	4	5	6	7	8	9	10
RI	0	0	.58	0/9	1/12	1/24	1/32	1/41	1/45	1/51

### Analysis

Prioritizing effective elements on development of rural businesses (of Dehkahan village in the city of Kahnuj) by the use of Analytic Hierarchical Process (AHP): first step is identifying and determining of criteria and options of this model. On this basis: 1. Objective: determining effective indices on development of rural businesses (of Dehkahan village in the city of Kahnuj). Criteria and indices for achieving the objective are: infrastructural factor, economic factor, marketing factor, educational-promotional factor, individual-social factor, environmental factor and political-legal factor. 2. Sub-criteria: for every one of the criteria there are some sub-criteria considering the pair comparison questionnaire. The second step after determining the model criteria and sub-criteria is pair comparison between every sub-criterion that is effective on every criterion considering the opinions of the experts. The third step after pair comparison between sub-criteria in every criterion is to estimate the level of importance of every criterion in relation to the objective.

**Table 3:** Matrix of calculating the relative weight of the importance of every one of the main criterion in relation to the objective

Criteria	Relative Weight Average	Final Priority	Conflict Ratio
Marketing factor	0.331	1	0.03
Economic factor	0.231	2	
Educational-promotional factor	0.165	3	
Individual-social factor	0.110	4	
Political-social factor	0.070	5	
Infrastructural factor	0.055	6	
Environmental factor	0.037	7	

The above table [Table 3] shows the amount of importance of every one of the criteria in relation to the objective. In other words, relative weight average of every one of the criteria shows to what extent these factors can be effective in development of rural businesses (Dehkahan village in the city of Kahnuj). Its weight vector is also as follows: [Fig. 3]



**Fig. 3:** Ranking vector of indices related to effective factors on development of rural businesses

The fourth and final step is combining the relative weights; in other words, after doing pair comparison and calculating relative weights of sub-criteria and criteria, it is required that final weight of every option be calculated:

**Table 4:** Matrix calculation of the relative weight and final weight of each sub-criterion

Sub-criteria	Relative weight	Final weight	Final priority	Conflict ratio
Brand-building for rural products	0/462	0.158	1	0.03
Granting surety-free Entrepreneurship loan	0/571	0.110	2	
Proper packing of agricultural products	0/274	0.093	3	
Training Entrepreneurship skills	0/467	0.078	4	
Sales websites	0/178	0.061	5	
Small credits of rural businesses	0/286	0.055	6	
Ability of identifying rural opportunities	0/419	0.052	7	
Training management skills (financial, marketing, etc.)	0/277	0.036	8	
Occupational and practical experiences	0/263	0.033	9	
Granting business subsidy	0/431	0.033	10	
Clustering businesses	0/086	0.029	11	
Rural financial and credit institutes	0/143	0.027	12	0.03
Training compilation of business plan	0/160	0.027	13	
Commercializing agriculture	0/448	0.026	14	
Cooperation and participation	0/160	0.020	15	
Local resources and skills	0/467	0.018	16	
Industrializing rural areas	0/283	0.017	17	
Promoting Entrepreneurship culture	0/095	0.016	18	
Granting tax discounts	0/204	0.016	19	
Providing insurance support for Entrepreneurship	0/189	0.015	20	
Positive attitude to Entrepreneurship	0/097	0.012	21	
Formation of rural cooperatives	0/164	0.010	22	
Cheap labor force	0/277	0.010	23	
Level of the youth's interest to live in the villages	0/062	0.008	24	
Policy of supporting threats rising from mediators	0/108	0.008	25	
Access to data and information systems	0/106	0.006	26	
Aggregation of scattered villages	0/160	0.006	27	

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Entrepreneurship counseling services	0/067	0.005	28	
Cheapness of land	0/095	0.004	29	

The [Table 4] is the final result of Analytic Hierarchical Process. In other words, this table respectively shows the most important factors regarding their effects on development of rural businesses. Considering the calculated final weight, the highest importance belongs to brand-building for rural products.

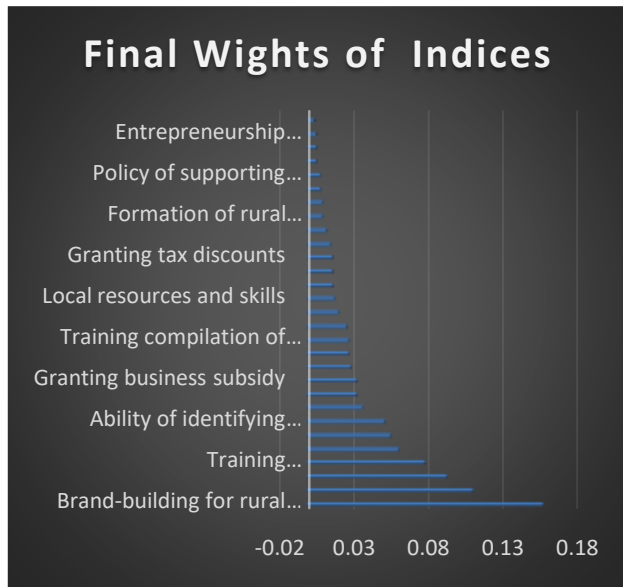


Fig. 4: Final weights of indices in the seven main groups

Considering the [Fig. 4], Brand-building for rural products, Granting surety-free Entrepreneurship loan, Proper packing of agricultural products, Training Entrepreneurship skills, Sales websites are the highest priorities among all indices in the Seven main groups and all of the mentioned indices belong to the Three main factors of Marketing factor, Economic factor and Educational-promotional factor which are the most important ones between the five factors.

### DISCUSSION AND CONCLUSION

After analyzing the issue in the form of hierarchy, elements of different levels were pair compared with one another and then on the basis of their levels of priority, they were valued. The results showed that prioritizing main effective factors on development of rural businesses shows that marketing factors, from the perspective of the experts of the studied field, have the highest importance and prioritization of other factors is as follows: economic factors, educational-promotional factors, individual-social factors, political-legal factors, infrastructural factors and environmental factors. In addition, in the pair comparison part between sub-criteria, the results are as follows: among the sub-criteria of marketing factors, the sub-criterion of brand-building for rural products is the first priority. After that the sub-criteria of proper packing of agricultural products and online sales website are the following priorities, and clustering of businesses is at the bottom of the list. In prioritizing the sub-criteria of economic factor, the sub-criteria of granting surety-free Entrepreneurship loan, small credits as well as rural financial and credit institutes respectively have the highest scores. In regard of the educational-promotional factors, the sub-criterion of training Entrepreneurship skills has the highest score, and after that, the sub-criteria of training management skills (financial, marketing, etc.), training compilation of business plans, and promotion of culture of Entrepreneurship respectively stand in the second to fourth ranks. In prioritizing the criteria of individual-social factor, the sub-criterion of the ability to identify rural opportunities has the highest score, and after that, the sub-criterion of occupational and practical experiences, cooperation and participation, and positive attitude to rural Entrepreneurship are the following priorities. The sub-criterion of level of the youth's interest in living in the villages has the lowest significance. In prioritizing the sub-criteria of political-legal factor, the sub-criterion of granting business subsidy with the highest score stands at the top, and after that, the criteria of granting tax discounts, providing insurance support for Entrepreneurship, and the policy of support against the threats rising from mediators stand as the following priorities, and the sub-criterion of Entrepreneurship counseling service with the lowest score stands at the bottom of the list. Among the sub-criteria of infrastructural factor, the sub-criteria of commercializing agriculture, industrialization of rural areas, founding village cooperatives, and access to the information and communication systems are the respective priorities. At last, the environmental factor has the lowest significance among the main effective factors on development of rural businesses. In prioritizing this factor, the sub-criteria of local resources and skills,



cheap labor force, aggregation of scattered villages, and cheapness of land respectively stand in the first to fourth ranks.

Calculation of final weight and ranking of effective sub-criteria on development of rural businesses in the village of Dehakan shows that out of the 29 identified sub-criteria, the sub-criteria of brand-building of rural products, granting surety-free Entrepreneurship loans, proper packing of agricultural products, training Entrepreneurship skills, online sales website, and small credits have the highest significances among all sub-criteria in the seven main groups; and all the mentioned sub-criteria belong to the three main factors of marketing, economic and educational-promotional elements which have the highest significances among the seven main factors.

In the last part of discussion in research conclusion, we study the results of similar surveys. Farahani et al (2004), in their survey, evaluated the sustainable rural development from the perspective of Entrepreneurship and employment. The research methodology is descriptive-analytic and the method of data collection is library and field study. The statistical society of this study includes the inhabitant families of 6 villages in the JaberAnsar district in the city of Abadan. For analyzing the information, factor analysis was used with the method of analyzing main factors in the SPSS software. In conclusion, out of the eight identified factors the most effective factor in relation to Entrepreneurship and employment in the studied region belongs to the infrastructural and social factors. The following factors are respectively economic factor, knowledge and awareness, self-confidence, individual creativity, innovation, creativity, physical infrastructure, and access to economic facilities. Also Taghdisi et al (2005), in their survey, studied the effective elements on Entrepreneurship in the villages of AbadehTashk district in the city of Neiriz. The research method was survey. Theoretical information was collected through library studies, and the data related to the region was collected by distribution and filling up of questionnaires, by interviews and doing census. The studied statistical society was 1494 rural families, and according to Cochran's scale, the sample size was achieved as 305 samples from the families. Dimensions of Entrepreneurship in this study were divided into three economic, social and infrastructural aspects. For analyzing the data, T-test was applied. The results of this study showed that the triple economic, social and infrastructural elements in the studied villages, because of negativity of single-sample T-test, are not in the desirable level and because of existence of correlation between capacities, by promoting situation of one factor, development of other factors can be accelerated. Since the infrastructural element in the villages has had the most effect on Entrepreneurship, considering this aspect is utterly important. Results of these two surveys are different from the achieved results in this survey. Results of these two surveys showed that the infrastructural element is the most effective element on development of Entrepreneurship in the studied rural regions, whereas the results of the present study showed that out of seven main factors, the infrastructural factor (by Analytic Hierarchical Process) stands in the sixth position and is introduced as one of the least significant factors that influence development of rural businesses in the village of Dehakan. In addition, the marketing factor, in the perspective of experts of the studied region, had the utmost significance. The achieved results in this survey are in accordance with the results of studies carried out by Samian et al (2005), and Heidari (2005). Samian et al (2005), in their survey titled "Studying the new methods in creating small businesses focusing on rural Entrepreneurship " worked on finding new methods for creation, reinforcement and development of small businesses in the villages of the city of Hamedan. It was a qualitative study in which the results showed that according to the experts, the required facilities, tools, and resources for creation of small rural businesses are: appropriate marketing networks, appropriate credit and banking facilities, appropriate social provision and insurance networks, appropriate telecommunication network, and appropriate transportation network. These results are in accordance with the results of this study. Also in phase with this survey, Heidari (2005), in his survey, studied the effective elements on success of rural job creators in Ardabil Province. He showed that the most important effective factors on success of rural job creators are six factors of empowerment and reinforcement of economic infrastructure, reinforcement of legal infrastructure and information system, reinforcement of motivation and commercialization of agriculture, institutionalizing, capacity-building, reinforcement of social participation, and aggregation of scattered villages. This is while as it is clear from the findings of the survey, these factors have been effective on the analysis of the present survey as well, and that they are accordant with it. According to findings of this survey, a summary of solutions for development of rural businesses are suggested:

- Holding specific training workshops on packing agricultural products for development of exports
- Holding seminars, festivals and packing design contests for rural products with focusing on exports in order to develop businesses in the rural areas
- Designing websites for selling rural products in order to do marketing and omit mediators and brokers
- Existence of desired financial institutes in the rural areas
- Social Entrepreneurship strategy in the rural areas in the fields of granting loans and Entrepreneurship for villagers
- Policy of small credits for rural businesses by the government
- Laying the foundations for encouragement of investors to founding businesses in the rural areas through government policies of granting tax discounts and Entrepreneurship insurances
- Teaching compilation of business design as well as business ecology for starting successful business, and justification of investors for investment in Entrepreneurship ideals
- Offering Entrepreneurship skills training freely for inhabitants of rural areas
- Holding festivals of rural businesses in order to promote Entrepreneurship in rural areas
- Encouragement of Entrepreneurship behaviors in rural areas and supporting rural job creators by the authorities

- Growth of creativities in the members of rural communities and movement for applying talents and identification of potential opportunities
- Development of cooperative institutions in the rural communities and managing them by villagers.

#### CONFLICT OF INTEREST

There is no conflict of interest

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None

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