



Identification of Entrepreneurship Skills Development Challenges for Qom Province Rural Women

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ABSTRACT

Background: Since the skill is one of the main elements of entrepreneurship the community and organization move toward development if it equipped itself to knowledge and skill of entrepreneurship by creating required foundations of human resource. **Objective:** Thus the main purpose of this research is to identify the development challenges of Qom province rural women entrepreneurship skills. **Results:** Findings showed that the entrepreneurship skill situation of the most rural women is in desirable level. The stepwise regression showed that the managerial challenges explained 10.3 percent of rural women entrepreneurship skills development variance. **Conclusion:** It means that means cited variable had the most effect on development of rural women entrepreneurship skills development

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INTRODUCTION

In current era the increasingly growth of the population, lack of resource and facilities and emerging new social and economic needs is the main challenges facing with developing countries so that the main part of these problems is rooted in economic slack. But with a view to development procedure in developed countries, entrepreneurship is the efficient tool for reduction of challenges (Razghandi and Drani, 2007). Many of experts believe that low skills and expertise of people ruin the employment possibility for all including women who among the rural women have the more difficult condition than non rural women and one of the crisis resolutions is the entrepreneurship. Since the skill is one of the important components of entrepreneurship thus identification of various challenges of rural women will create the suitable facility for planning toward growth of talent and recruitment of the hidden employee's entrepreneurship skills of rural community.

Entrepreneurs need to various skills for launching and administering a successful business. Capability for recruitment acquired knowledge correctly and using it in managing the business indicate the expert skill level of an entrepreneur. Such skills are various in different businesses. Thus it is certain that each business need to unique skill and knowledge (Ahmad Pour dariani and Moghimi, 2001)

From the tarakeswara rao *et al*, the viability of women entrepreneurship activities depend on skill, knowledge, talent, job capability and their tendency to being fruitfulness in the community. Guidance of rural women toward economic and social equality is just by entrepreneurship skills (Lashgarara *et al*, 2011b).

There is multiple researches about the challenges for development of rural women entrepreneurship skills.

Choudhary and Raylwar (2011) in their article titled "challenges and opportunities of entrepreneur rural women in India" consider the main challenges of entrepreneur women in development of their skills as educational problems, initial capital, barriers in access to raw material, psychological barriers, insufficient aids, high defeats, lack of technical knowledge, talent and weak infrastructure

Duru (2011) in his article named "challenges and opportunities for entrepreneurship in Nigeria" conclude that entrepreneurship is required for growth and economic development and skill is one of essential components for development.

Sathiabama (2010) in his article named "empowerment of rural women and entrepreneurship development" conclude that entrepreneur women are faced with a series of marketing barriers for their products including family responsibility that lead to not access to some opportunism

Findings of research by Ahirro and Sadavarte (2010) named "financial and social limitations of rural entrepreneur women" indicate that lack of identification of financial affair, incapability for providing insurance,

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lack of fixed capital, complexity of loan process and negative attitude of banks toward women and not repayment of loan including limiting factors for women entrepreneurship in India.

Report of UNDP about the “youth and women micro entrepreneurship development” show that limitations and challenges for entrepreneurship development plans include: lack of access to financial institutes, lack of social capital, and lack of knowledge and entrepreneurship skills and non existence of modern technologies.

Requirement for paying attention to entrepreneurship category is due to the fact that planning for women employment is very important from the authority’s point of view because of non-deniable share of women in national production and economic development. But since the public sector can not attract more work force it is necessary that the suitable condition for self-employment and entrepreneurship development to be created for women in Iran in order to finish unemployment by women through creating job and job opportunities (Lashgarara *et al*, 2011). Likewise due to the fact that growth center and rural women entrepreneurship development plan has been conducted from the rural women affair office from the 2007 in the most of provinces and due to its effective results in enhancement and development of rural women capabilities of Qom province and relative advancement of the plan the research is required. Beside above items, due to macro policies of labor ministry based on entrepreneurship development and skill training, creativity and gradual reduction of unemployment to 8.5 percent in the end of development program and clause of 80 in development tenth plan (employment) toward viable employment and entrepreneurship development explain the discussion very good.

By conclusion of above items, the main purpose of research is to identify the rural women entrepreneurship skills development challenges in Qom province.

Methodology:

Since the research goal is to identify challenges of rural women entrepreneurship skills development in Qom province, the research is applied and based on data collection is non-experimental and survey. The main tool of the research is questionnaire. In order to compile questionnaire, firstly basics of the topic due to resources and references are examined then by considering the studies results, elementary questionnaire is provided and after confidence about the validity and reliability and modifications done, the final questionnaire is designed. In order to examination of research tool reliability, primary questionnaire is given to guide professors and experts that after modification and offering opinions, questionnaire validity was confirmed. In order to reaching to research tool the confirmed questionnaire is distributed among 20 persons of respondents that after completion and collection of questionnaire, data was entered to SPSS and alpha Cronbach coefficient is calculated for various parts and total of questionnaire that explain the research tool desirable reliability.

Statistical population includes 50 people of Qom province rural women and 27 people of rural women office experts in agriculture women that all were studied.

The dependent variable is the entrepreneurship skills development that include personal managerial and technical of entrepreneurship skills and was measures in 5 scale Likert. Thus all are computed and then recoded and were categorized from very undesirable to very desirable and independent variables of research include personal, managerial and technical challenges.

In order to analyze the collected data the SPSS 16 was used. In descriptive statistic the central tendencies and in analytical statistic the Pearson correlation coefficient and multiple regression were used.

Results:

Findings indicate that average of age for rural women in this research are 33 years old and average of years for expert are 40 years. The marital situation of respondents indicates that 30 percent of rural women are single and others are not single.

The results from educational level of respondents indicate that 40 percents of entrepreneur rural women have the bachelor degree and 80 percent passed a course in entrepreneurship, 32 percent are active in cultivating bee and 56 percent launched independent business.

Table 1 indicates the rural women entrepreneurship skills of Qom province. The findings imply that majority of studied people believe that rural women entrepreneurship skill condition is in desirable level.

Table 1: The level of rural women entrepreneurship skills of Qom province (n=77)

Influence	Frequency	Percent	Valid Percent	Cumulative percent
Undesirable	3	3.9	3.9	3.9
Moderate	31	40.3	40.3	44.7
Desirable	33	42.9	43.4	88.2
Very Desirable	9	11.7	11.8	100
Non respond	1	1.3		
Total	77	100		

Mode & Median: Desirable

In order to predict the rural women entrepreneurship development the multiple regressions is used. By using of stepwise method the managerial challenges were entered to multiple regression equation that means that mentioned variable has the highest impact on rural women entrepreneurship skills development. In this stage the

correlation coefficient is 0.339 and determination coefficient is 0.115. Thus by observation of determination coefficient it can be concluded that managerial challenges explain 10.3 percent of entrepreneurship skills development in rural women (Table 2).

Table 2: Standardized and unstandardized coefficients of Entrepreneurship Skills Development Challenges

Variables	Unstandardized Coefficients		Standardized coefficients	T	Sig
	B		Beta		
Constant	38.63		-	6.09	0/000
Managerial challenges	0.563		0.339	3.081	0/023

R= 0.339

R2= 0.115

Y= 0.339x1

Discussion:

Research shows that rural women entrepreneurship skills of is in desirable level. Likewise the results of regression analysis indicate that managerial challenges variable is the just one that explains the rural women entrepreneurship skills.

Ali Mirzayee and Tahmasby(2010) Choudhary and Rayalwar (2011) Ahirro & Sadavarte(2010), Ewco (2005) and Undp (nd) in their research have reached to similar results.

Thus due to managerial challenges impact in entrepreneurship skills development and above priorities it is suggested that:

Necessary education devises to be done in order to increase the entrepreneurship knowledge of rural women and viable and fixed regulations in order to support from rural women by related administrations to be considered and entrepreneur women should make balance in division between work and family.

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