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African Journal of Agricultural Research Vol. 3 (9), pp. 597-600, September, 2008

 Available online at <http://www.academicjournals.org/AJAR>

ISSN 1991-637X © 2008 Academic Journals

Full Length Research Paper

Determining factors influencing rural entrepreneurs' success: A case study of Mahidasht township in Kermanshah province of Iran

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Accepted 26 August, 2008

Abstract

This exploratory descriptive study examined factors determining the success of rural entrepreneurs in Mahidasht township of Kermanshah province in Iran. The hypothesis is proposed that success of rural entrepreneurs is causally related to innovativeness, need for achievement, lack of bureaucracy, internal locus of control, and marketing opportunities. The study was a census of 70 rural entrepreneurs currently active in agricultural and livestock productions. A valid and reliable instrument was used to collect data. The results revealed that internal factors such as innovativeness, need for achievement, internal locus of control and external factors such as bureaucracy and marketing opportunities accounted for 88% of the shared variance with entrepreneurs' success. Structural equation

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modeling based on the co variances between the measures yielded an acceptable fit of the proposed model.

Key words: Rural entrepreneurship, success, structural equation modeling, Kermanshah.

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