



## Presenting a Paradigm Model of Home Business Development in Rural Areas of Counties in Isfahan Province Based on Grounded Theory

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### Abstract

**Purpose-** Employment and unemployment, which are very important issues in rural areas, can be solved in general through home-based businesses and their development. The issue of home-based businesses can be very influential in creating employment in rural areas. The main purpose of this study is to provide a paradigmatic model of home business development in rural areas of Isfahan province based on basic theory.

**Design/Methodology/Approach-** This study was conducted in 2020. The present research is among the basic and qualitative researches that have been done with the approach of the foundation data theory approach. The interview collection tool was structured. The interviews were conducted among experts and experts in the field of home-based jobs, and the opinions of the interviewees were theoretically saturated from the 29th interview.

**Findings-** After the emergence of concepts (139 references) and open, central, and selective coding, led to the design of the conceptual framework of the research model and the presentation of the paradigm model. Based on the results of the Grounded Theory, the pattern of home-based businesses to achieve development in rural areas of Isfahan province has been drawn. This model includes causal conditions (including managerial factors and comprehensive policy system), intervening conditions (educational-promotional factors, motivational factors, and attitudinal factors), contextual conditions (infrastructure factors, marketing, skill factors, and promotion of financial and credit resources). This includes strategies (stakeholder participation, information system, and support factors) and social consequences (increasing the level of participation and sense of responsibility and cooperation among residents, reducing social harms, empowering local people, Reduce the migration of local people to the city, move towards sustainable development) and economic consequences (rural growth and development, reducing the dependence of local people on government credits and facilities and assistance such as subsidies, promoting economic welfare, improving local livelihoods) has it.

**Research limitations/implications-** The limitations of the present study include the following: Research is time-consuming; some people are not cooperating to collect data, it is difficult to assess the relative importance of the components and factors of the proposed theory.

**Keywords:** Development, Home business, Rural areas of Isfahan Province, Grounded Theory

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## 1. Introduction

Rural development involves efforts that are economic and social intended to encourage concepts of retention, growth, and expansion in areas outside cities, including improving the quality of life for rural residents through such activity. Unemployment is increasingly emerging as the most significant sign of underdevelopment in Third World countries. In many countries, overt unemployment in rural areas accounts for a high percentage of 15- to 24-year-olds, and even larger sections of the labor force, both in cities and in rural areas, suffer from underemployment (incomplete employment), meaning that They do not have the resources and opportunities to increase their income and cannot bring it to levels that are comparable to the income of people with urban jobs in the modern sector (Agahi, 2012)

Production is the driving force behind any economy, and without it, the wheel of the economy will sooner or later falter, because relying on any other source will be nothing but permanent production, and eventually those resources will one day come to an end. Therefore, the most important principle in economics is to pay attention to domestic production, which requires reflection, reasoning, and prudence and having a culture of production (Cooper, 1999).

Employment is one of the most important challenges in all countries today (Cuciureanu & Latu, 2016). Given the problem of employment in the world, countries today use a variety of methods to develop employment (Brush, 1992). Starting and developing small businesses is one of the methods that has attracted the attention of various countries in recent years. The employer, by using the available and available facilities in his place of residence, creates a business and creates employment for himself and some others (AltenBurg & Meyer-Stamer, 1999).

Domestic businesses have been very effective in reducing unemployment due to their unique benefits, and the countries that have worked to strengthen these businesses have achieved significant positive results. Starting a business with the least initial capital, the possibility of working part-time, having short-term training courses, no need for significant space, etc. are undeniable capabilities that home and family businesses have and require attention. Jedi reveals this opportunity

(Sharifzadeh, 2014) Given that the population of the rural community is about 35% (statistical yearbook, 2016), home-based businesses can be one of the best solutions to get rid of many problems. Because home-based businesses do not impose high costs on families and can be an important way to create employment for villagers. In the importance of home-based businesses in rural areas, it is enough that these jobs, as a solution to the living and social conditions of the villagers, can improve their economic and social situation, so that most home business owners believe that work Doing it at home improves their quality of life. Experts also consider it the most important solution for rural development in the country (Rezaei-Moghaddam & Izadi, 2019).

## 2. Research Theoretical Literature

### 2.1. Theoretical Considerations

Home business is those activities that are formed by a member or family members in the residential space in the form of a business plan without disturbing and disturbing the tranquility of neighboring residential units and lead to the production of services or goods that can be offered to the outside market. It comes from a residential environment.

Home-based businesses are often part of very small businesses and are commonly used to refer to a business activity that is primarily located in a residential area or is concentrated in the home. In addition, most home business owners or owners live in the location of the business (Ahmadpour, 2004). Home-based businesses can create employment on the one hand and generate wealth on the other. The truth is that home-based businesses have been very effective in tackling unemployment because of their unique benefits, and countries that have implemented programs to boost these jobs have also achieved successful results. Creating employment with a minimum of capital, the possibility of working part-time, short-term training courses, no need for special space, etc. are undeniable capabilities that such jobs have and make the need for serious attention to this issue more obvious (Hosseinpour, 2012). Home business is one of the most important types of business, especially in advanced and industrial societies. In Iran, home-based jobs, despite a long history in the field of handicrafts, is a new issue that has been given special attention in the working charter of the

Ministry of Labor and Social Affairs (Mokhtari, 2014).

## 2. 2. Literature Review

In his search, Tambunan (2009) noted that Small and Medium Enterprises seem to play a vital role in economic development as they have been the main source of growth in employment and economic growth in both developing and developed countries. In developing countries, the roles of SMEs become more important as they have the potential to improve income distribution, job creation, poverty reduction, and export growth (Keskgn et al. 2010).

Based on field research conducted in 1994 in 21 countries, the Bank Westminster England did, the main problem small and medium industries in different countries, mainly around 92 oriented: fiscal concerns, due process, and the long-circulating laws, labor laws, Marketing and sales of small industrial products, technology and wear and tear of machinery, lack of skilled manpower, poor management, non-implementation of laws, lack of international protection for small industries, irrational laws that hinder the development of small industries, taxes and lack of information development of small industries, And the lack of efficient information systems.

Although the establishment of rural industries in developed countries and some developing countries is more than four decades old, in recent decades, some countries in the world, including Southeast Asia, have taken successful steps in this field (Long et al 2015). Results Alsop (2005) shows that removing barriers play an important role in the development of home-based businesses. The results of research (Nawaz, 2009) also show that normative, legal, and cognitive factors are the most important factors affecting the development of rural home jobs.

Chadwilk (2007) believes that the nature and pattern of industrialization, both in small-scale industries and in handicrafts, is a function of raw

materials and human resources in local and regional dimensions.

Hassanpour & Sabili (2019) in an article have examined the development strategies of start-up businesses, entrepreneurship, and home-based businesses in rural areas (a case study of Urmia city) that the results showed that five administrative factors - financing, extension - Informing, supporting, creating and organizing organizations, and strengthening marketing together explain about 71.5% of the total variance of home-based entrepreneurial home business development strategies. Emami (2015) in a study have examined the opportunities and threats of home-based businesses in e-business, the results of which showed that today home-based businesses are considered as an important way to create employment and income. The ability to do this type of business at home creates many benefits for their employees, including balancing women's family responsibilities and employment, eliminating shopping costs, renting workshops, and commuting. Using the labor force of other family members and creating grounds for family work, he mentioned the possibility of transferring experiences through informal education in a teacher-student manner between family members, and so on.

The results of Gry Agnete's (2017) research entitled (Family and strategies for entrepreneurship development of Iranian women) concluded that home-based jobs cause women to be at home and the absence of women outside the home reduces the problems caused by their multiple responsibilities and mothers. They can easily perform their motherly duties, as well as simple structure, quick return, and low need for capital.

To explain the theoretical model of the present study, first, the aspects of the research problem and the relationships between them were identified, and then a theoretical model was designed by the characteristics of the research problem and studies conducted in theoretical foundations. The actions taken at this stage are listed in Table (1).

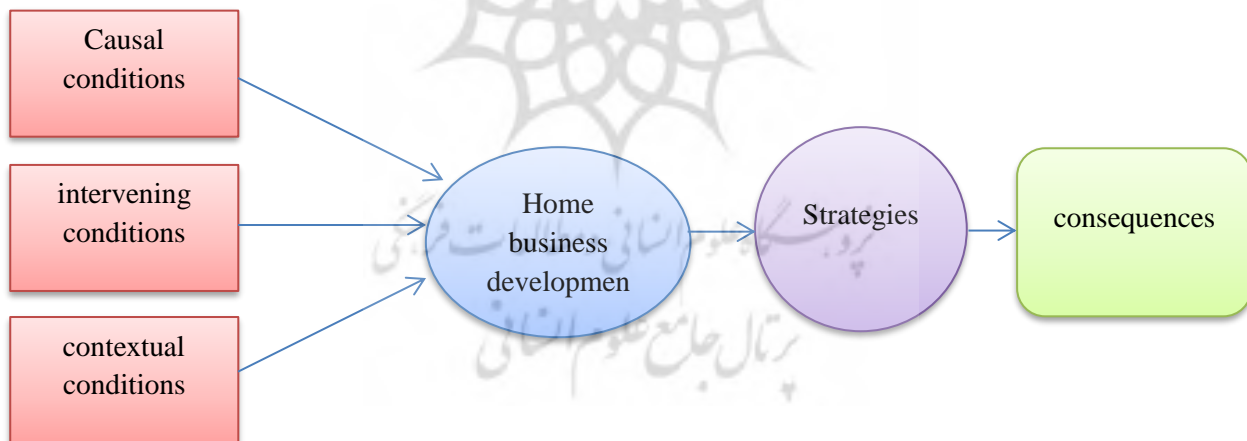
**Table 1. The theoretical framework of research (views, theories, sources, and assumptions)**

Extracted variables (model components)	Source	Views and theories
strong non-governmental sector, low-interest rates on bank facilities, the efficiency of the banking system, efficient government institutions, business environment, capital and development in the financing, infrastructure, supplying raw materials, financial credit, cash savings, non-cash savings	Tipple (2006), Mambula (2002), Farahani et al (2019)	Financial and economic
agreement family members and cooperation in starting a business, incentive and support policies for home products, marketing support	Rudgar Nejad, & Kiakjuri (2018), Sharifzadeh et al. (2014), Saadi and Heidari (2013)	Laws and policies
Dimensions (individual, family, socio-cultural, administrative and financial, environmental)	Najafi (2014)	Individual-personality
managerial, family income, social class, literacy, and geographical isolation, The blurring of the line between work and home, sufficient capital, and necessary and sufficient training	Hafdeh Ton (2015), Saadi & Heidari (2013)	Managerial
Information, technical, financial development, marketing and sales structure, managerial and legal development	Ghiasvand (2015); Najafi (2014); Rudgar Nejad, & Kiakjuri (2018)	Research and information

**2. 3. Conceptual model of the research process**

After reviewing the studies conducted on the research issue as well as reviewing the theories related to it and summarizing the opinions of the authors and researchers, the best type of influential

variables was selected for Paradigm Model to home-based jobs. In this regard, the researcher has designed the relationship between research variables. Figure (1) shows the conceptual pattern of the current research process. This model is based on Grounded theory.



**Figure 1. Conceptual model of research**

**3. Research Methodology**

The present research method is among the qualitative researches in terms of purpose. The research community was selected based on mastery and awareness of the subject of home business, according to the choice of method and to achieve the desired results. Thus, the faculty members of the university in the field of geography, senior experts of the Department of Cooperatives, Labor and Social Welfare and the Industry and Mining

Organization, and non-governmental organizations active in the field of home-based businesses in this field in the villages of Isfahan province purposefully as an example. The study was selected.

In the present study, first, based on purposeful sampling, several experts in the field of home business were interviewed. They were then asked to introduce members of the scientific community and non-governmental organizations in the field

who have comprehensive and sufficient information on the subject. Similarly, during interviews with experts from the Department of Cooperatives, Labor and Welfare, the Organization of Industry, Mines and Trade, and non-governmental organizations, experts and local communities became aware of and involved in domestic work.

Thus, during an individual interview with experts in rural planning (8 people), senior experts of the Cooperative, Labor and Welfare Department (10 people), experts of the Industry, Mining and Trade Organization (5 people), managers of rural development managers of Isfahan province (6 people) reached theoretical saturation.

In this study, the main method of data collection was the basic theory of in-depth interviews with the study population. The researcher started individual interviews after the necessary coordination, each interview lasting an average of 60 minutes. Appropriate interview technique In this study, the interview was semi-structured so that based on the designed research, in-depth information was obtained from the interviewees. During the interviews, while collecting data, the interviewees were asked to introduce other informed and key people. Eventually, when the total number of participants reached 29, no new data were obtained from the interview with 29 individuals, and so-called theoretical saturation was felt in the collected data, so the interviews did not continue. At this stage, the interview files and the notes were turned into text, and the data was coded during the data analysis phase, which is the main process in basic theory and the center of gravity of qualitative research.

#### 4. Research Findings

Qualitative research findings to provide a paradigmatic pattern of home business development

41.4% of the respondents had a bachelor's degree, 34.5% had a master's degree and 41.4% had a doctoral degree. The highest frequency was related to the doctoral level. The mean age of respondents was 50.7 years (standard deviation = 7.6), the youngest being 38 years and the oldest being 67 years. The average service life of the respondents was 15.3 years, which indicates the necessary experience and experience to comment on the field of study.

The basic theory was used to design the home business model. So that from three stages of open, central, and selective coding of the data obtained from the interview, were analyzed. However, in the present study, data collection and analysis were performed simultaneously. After conducting the interviews and reaching the saturation point and dealing with the repetitive data, the data collection was completed. Then, this information was studied based on the mentioned steps line by line and the hidden concepts in them were extracted in the form of code. In the second stage of this coding, common and similar concepts were classified in terms of meaning in the form of major categories. In total, 139 concepts of interview data and 14 categories were obtained. In the next step, the central coding of the obtained categories, they were classified based on three aspects: conditional, Strategies, and consequential. Then, in the selection coding stage, according to what is common in the basic theory as a storyline, the logical connection between the categories in the form of the above three dimensions and based on the phenomenon (pivotal category) was discussed and finally, the conceptual framework to The results of the combination was presented.

In the [table below](#), the main sentences were first extracted as concepts from the direct quotations from the interview, and each was given codes marked A, B, C, and D., to avoid wasting time and confusion, the researcher extracted and coded key points and themes from the quotations. Code A is dedicated to data from university professors, code B to cultural heritage experts, code C to industry and trade organization experts, and code D to rural affairs managers in the governorate

Then, to complete the coding, similar open codes were grouped at a higher and more abstract level to achieve the categories, because working on concepts with this variety confuses. Categorization, like conceptualization, is based on the analytical procedure of comparison and questioning. Comparing each concept with other concepts and answering the question of what this concept refers to and with what set of other concepts can be categorized in one category to help update and create the framework of the theory. In open coding, in addition to coding, concepts of 14 categories have been obtained, which include motivational factors, attitude factors, managerial factors, infrastructure facilities, educational factors, participatory factors, policy-making,

supportive, information system, financial and credit promotion, Skills, marketing, social consequences, economic consequences. The results are shown in [Table \(2\)](#).

**Table2. Categories derived from the analysis of extracted concepts (open coding stage)**

Source: Research findings

Categories	concepts	Codes
Motivational	Interest in doing independent work	A
	Interest in creating a new produce	A
	Existence of motivation to start and continue the activity	A
	Having a spirit of perseverance in the individual	C
	Creativity and individual initiative	A
	Independence at work and independence from the government	A
	The desire to succeed	A
	Motivate rural women in home-based businesses	D
Structural and infrastructure	Provide infrastructures such as water, electricity, and telephone lines	A
	Improving the condition of access roads and transportation facilities	C
	Educational, welfare, and health facilities	C
	Support and distribution of raw materials among manufacturers	A
	Allocate a suitable place to do the activity	A
	Establishment of parent companies in the field of home employment	A
	Creating marketable competitive packaging plants	D
	Agricultural sector development for raw materials	C
	Provide advanced tools and equipment to speed up work	D
	Creating processing plants	D
	Development of socio-economic studies	A
	Establishment of a provincial coordination council	D
	Development of strategic committees at the national level	A
	Forming a technical committee for planning and monitoring	D
Marketing	Consider weekly markets in cities with specific locations	A
	Holding an exhibition to sell products	C
	Encourage tourists to buy home-made products	B
	Forming marketing companies	B
	Provide solutions to increase product marketability	C
	Eliminate intermediaries and brokers	B
policy	Have a special trustee in the executive branch of government to draft laws	A
	Amend laws and regulations	A
	Passage and legislation on home business development	A
	Creating a legal status for manufactured goods and services	A
	Supportive policy in the distribution of raw materials among producers	D
	Adequate attention is paid to the role of women in domestic work	B
	Define the necessary standards for the production of products	D
	Policy-making to strengthen the private sector and cooperative	C
	Facilitate obtaining a health license	B
	Facilitate the issuance of licenses	B

Categories	concepts	Codes
	Prevent imitation and increase the number of units	B
	Proper editing of upstream documents	C
	Long-term planning for home business development	C
	Enforcement of laws	D
	Consider customary rules	D
Educational and promotional factors	Special training for business owners and the province for better education	A
	Understand the job opportunities and potentials of the region	C
	Organizing training and extension classes	A
	Coordination between supply and demand for skills training	A
	Do strong and comprehensive studies in this field	A
	Training to develop skills	A
	Holding training classes to get the job done	A
	Continuous training for home business managers and experts	B
	The adaptability of educational content to the needs of stakeholders	D
	Preparation of promotional publications and brochures	D
	Pay attention to the role and position of indigenous knowledge	D
	Needs assessment skills training	A
Management	Supporting the decisions of previous managers and examining	A
	Parallel adjustment among trustees to remove existing barriers	A
	Implement incentive policies	A
	Coordinate related sections	D
	Restoration of natural resources related to raw materials	A
	Full implementation of existing laws and policies	A
	Get expected results from home business owners	D
	weaknesses and efforts to remove obstacles, problems, and weaknesses and avoid rework	A
	Recognize the applicant's indigenous nature for project implementation	C
	Monitoring the price stability of inputs and raw materials	A
	Communication with the university and technical and vocational centers	A
	Connect small and home businesses with large businesses	B
	Creating entrepreneurial networks between small and large businesses	B
	Planning based on scientific principles	C
	Program-based evaluation by managers	D
	Cooperation and interaction with relevant organizations	A
	Coordination of departments and political officials	B
	The relationship between manager and worker	C
	Interaction and negotiation between employees	C
	Develop a systemic attitude among stakeholders	C
Generalization of in-home business organizations	C	
Development of group work culture among stakeholders	D	
Improving the position of home-based businesses to create sustainable livelihoods	D	
participation	Participation of organizations related to home-based businesses	B
	Participation of local communities	C
	Participate in bottom-up planning	A

Categories	concepts	Codes
	Utilizing the power of non-governmental organizations	C
	Private sector participation	C
	Participate in drafting laws	A
	Participate in training	C
Financial and credit resources	Provide facilities for business operation	A
	Feasibility study of projects before starting work	A
	Supervise loans and prevent deviations in loan usage	A
	Cooperation between banks and other agencies	A
	Facilitate loan terms	A
	Attract investors by visiting rural areas	D
	Proper allocation of financial and credit resources with low profits	B
	Establish a partnership fund to provide banking facilities	D
Skill	Income shock to local communities	D
	Having experience and skills in business and implementing a home employment plan	C
	Skill in the principled and correct production of the product	B
	Client communication skills	A
	Business planning skills	D
	Skills for people to use economics	A
	Understanding the community of raw materials needed	C
	Familiarity with the scientific and practical foundations of entrepreneurship	A
	Familiarize business owners with the techniques and basics of the market and economics	A
Gain accurate information and data in business	A	
Information system	information about home businesses	B
	Appropriate database	B
	Access to statistics and information	B
	Establishment and development of communication channels between stakeholders	C
	Development of information technology	C
	Strengthen the information communication system between educational research and promotion	A
	Exchange of information between all stakeholders	A
	Up-to-date information on market needs	D
Existence of business culture in society	B	
Attitude	Responsibility and commitment of experts and stakeholders	B
	Honesty and transparency in action	B
	Observance of justice and fairness	B
	The self-confidence of non-governmental organizations	C
	Proper use of religious teachings in business development	A
	Respect for subordinates and clients	D
	Improving the sense of ownership among stakeholders	B
	Pay attention to the views and opinions of stakeholders	A
	Belief in sustainability among stakeholders	D
	There is good advice for starting a business	B
supportive	Existence of necessary training for mass production	A



Categories	concepts	Codes
	Consider the insurance of manufactured products	C
	Government support, including tax exemptions	C
	Insurance support for workers	C
	Banking and credit support	A
	Reduce the migration of local people to the city	B
Social consequences	Empower local people	B
	Reduce social harm	D
	Improving population structure	A
	Increasing the level of participation and the sense of responsibility and sense of cooperation among the residents	D
	Improving the educational situation	C
	Improve the livelihood of the local people	B
Economic consequences	Increase the quality of products	A
	Promoting economic prosperity	A
	Respect for sustainable development	D
	Reducing the dependence of local people on government funding and facilities, such as subsidies	A
	Improving the infrastructure of the tourism industry	C
	Rural growth and development	B

In the next step, central coding was performed, according to which the extracted categories were classified into conditional, Strategies, and consequential categories. Recognition of each

category based on the above three dimensions was based on data and information provided by interviewees and experts.

The results are given in Figure (2).

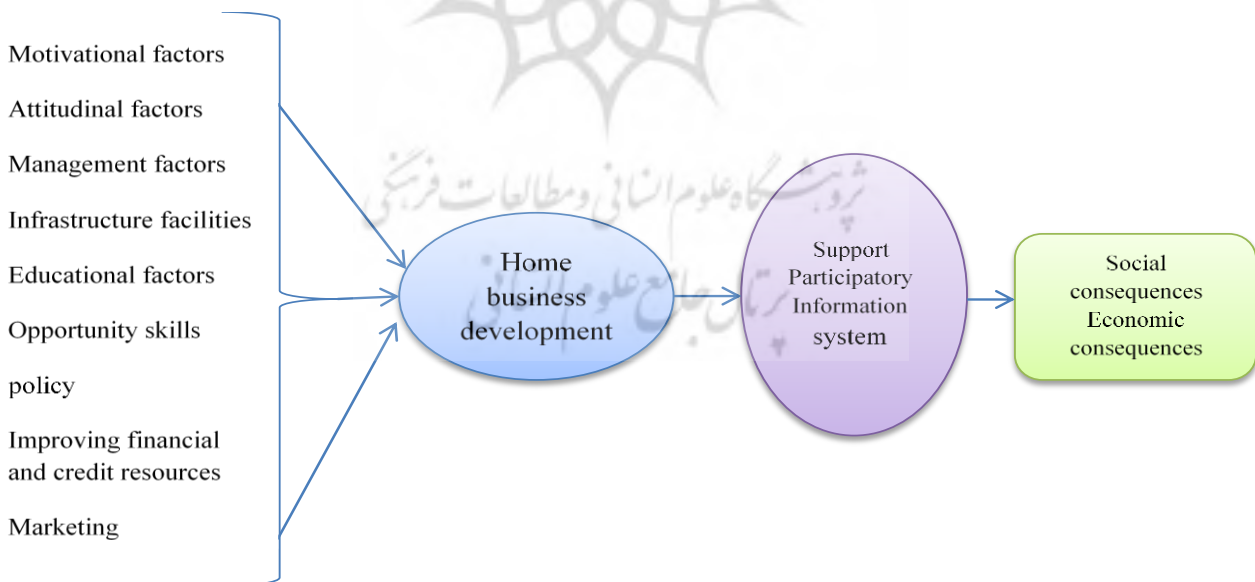


Figure 2. Classification of major categories by conditional, Strategies, and consequential dimensions

In this way, the researcher was able to determine the basic, Strategies and consequential categories to achieve the basic dimensions for the initial formation of the conceptual framework of the research. Categories of conditions that are the same

as data include motivational factors, attitude factors, management factors, infrastructure facilities, educational-promotional factors. Process-i Strategies factors include participatory factors, policy-making, supportive factors,

information system, financial and credit promotion, skill and marketing factors. Finally, social outcomes and economic outcomes, which are considered outsiders, were considered consequential categories.

Now it's time to choose the coding that should be designed by combining and combining the categories obtained from the previous steps of the conceptual framework of the research. In this study, the researcher examined the categories obtained from open and central coding to design the pattern. He first carefully reviewed each of the categories and then discovered the relationships between them. So that the managerial factors and the comprehensive policy system of Causal conditions were raised. Based on these categories, the phenomenon should be selected. The phenomenon has the highest level of abstraction and all major categories should be arranged around it in the form of a paradigm model. In this study, the phenomenon was due to the conditions of causal development of home-based businesses that cover all major categories. Educational-promotional factors, motivational factors, and attitude factors were included in the category of intervening factors. In general, these conditions, which are classified into three categories, affect the phenomenon of home business development. Also, underlying factors, marketing, skill factors, and promotion of financial and credit resources fall into the category of contextual conditions. Stakeholders, information system development, and support factors were identified as interactions or strategies that led to the development of home business outcomes. In general, Matvan said that according to the research process, data analysis and table results make it possible to identify the factors affecting the phenomenon, which is the development of home-based businesses and relying on the data obtained from the interview. Find the right model for home business development.

## 5. Discussion & Conclusion

Causal conditions are factors that cause the development and development of a pivotal phenomenon or category. These conditions are a set of categories with their characteristics that have the greatest impact on the formation of the category. In other words, causal conditions are events that create situations, issues, and problems related to the phenomenon, affect it and lead to its occurrence (Saadi & Soleimani, 2016)

Management is the most important factor in the life, growth, and development or death of society and controls the process of moving from the current situation to the desired situation. The development of home-based businesses is a special model with its methods and paradigms that require a separate management model that is appropriate to the economic, social, and ecological conditions of the village. The interviewees stated that rural management in general and home business development, in particular, should have a coherent process of thought and design. Every activity at any point requires the principled management of that activity, and home businesses as a dynamic system have a complex structure, and this causes the involvement of various organizations and activities.

Another condition for causal policy is a comprehensive policy. Policy-making is more about the government and includes the laws that are passed for different sectors. The results of an interview with the research community show that although policies have been developed to address the issue of home business development, there is no shortage of coherent policy guidelines for a coordinated approach.

Background conditions are the context in which strategies are implemented. Many studies have suggested that their diagnosis is due to causal conditions. In contrast to causal conditions, which are a set of active variables, those conditions constitute a set of concepts and categories or contextual variables. The findings of the interview indicate that development and infrastructure facilities, as conditions for bedding, affect the development of home-based businesses. Because comprehensive development is not separate from the problems of rural development. The consequences of underdevelopment in rural areas such as widespread poverty, growing inequality, population growth, unemployment, and migration have a significant impact on the development of home-based businesses. To ensure the success of development-related programs and projects, an optimal balance must be struck between conservation, operation, and development operations.

Rural marketing is another factor in the development of home-based businesses. In this regard, it can be said that marketing has a very important role in the development of home-based businesses. The urban market is a good place to sell

rural products and earn money for the villagers. In the marketing of rural cooperatives, they play a key role, so that without such cooperatives, rural marketing will not make sense.

Skills are another key factor in developing a home-based business. Skills, including all basic skills, are required to perform the job in the specified conditions, and three areas of skill are mainly considered, including technical skills, human skills, and perceptual skills for business owners.

Another underlying factor is financial and credit resources, which are summarized below.

- The village is forced to use credit because of the nature of its job.
- The existing credit resources from which the villagers can provide credit are insufficient.
- Existing credit sources are not willing to give credit loans to the villagers due to the fear of non-payment of their loans by the villagers.
- Existence of cumbersome rules that almost deprive a villager of credit.
- The length of the loan process, which invalidates the loan.
- The number of sufficient bank branches in rural areas

Interfering conditions are broad and general conditions that act as facilitators or limiters of the phenomenon. These conditions facilitate and expedite the adoption of strategies or make them difficult to implement (Hasting et al., 2016).

Empowering human resources through vocational and specialized skills training in skill training centers is one of the basic strategies in the development of home-based jobs. In their view, the most important and important asset is human capital. All capital, despite human capital, which produces and provides products and services. As a result, this capital must be specialized to achieve optimal performance and. Training plays a role in this.

Attitudinal factors indicate the mental readiness of stakeholders, which has a significant impact on the adoption of strategies for home business development and participation in the financial sector and decision-making in this area. Based on the collected data, the belief and belief of the legislature and officials in the programs and activities of home-based businesses is the attitude and positive view of different stakeholders. The government also plays an important role in the field of attitude. But first and foremost, people in local communities and stakeholders need to believe in

themselves and trust in the effectiveness of their activities.

The results of the analysis of the interviews indicate that one of the most important and basic conditions for the realization of home business development strategies is to motivate and motivate stakeholders. However, it should be noted that stakeholders have different needs and characteristics in the development of jobs, so it is necessary to create mechanisms that are appropriate for each. In other words, choosing the right type of motivation and managing it properly has a significant effect on the development of home-based businesses.

Actions and interactions represent targeted behaviors, activities, and interactions that are adopted in response to the central category (phenomenon), these categories are called strategies. Of course, they are also referred to as processes (Martin, 2011). Undoubtedly, the development of home-based businesses with a comprehensive approach that has a special role in the proper, principled and sustainable operation of jobs, regardless of the role of stakeholders and their participation at various levels from decision-making and planning to implementation and monitoring of projects. It will be useful and its effectiveness in dealing with other activities will disappear.

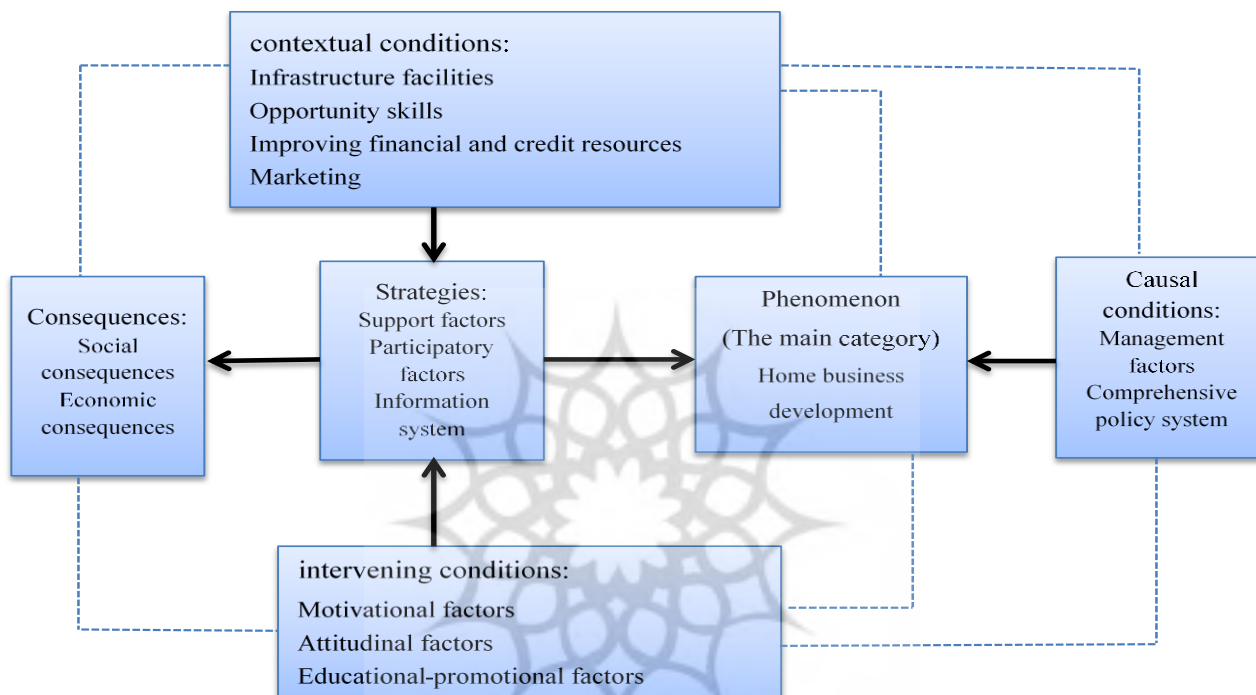
Due to the rapid changes in information systems, the issue of up-to-date information is one of the most important issues for the use of information systems in rural communities. The information system must be able to provide the information needed by stakeholders, and stakeholders must be aware of the impact of the information and use the latest innovations and technologies. Especially in-home business, it is doubly important due to its complexity and great variety. Based on the findings with the participants in the research, the role of supportive factors can be an important strategy in the development of home-based businesses. "Consideration of insurance for manufactured products", "Government support including tax exemptions", "Workers' insurance support", "Bank and credit support".

Some of the extracted categories reflect the results and implications of adopting strategies. The consequences of implementing home business development strategies include social and economic consequences. Which is given below its subcategories.

**Social Consequences:** Increasing the level of participation and sense of responsibility and sense of cooperation among residents, reducing social harms, empowering local people, reducing the migration of local people to the city, moving in the direction of sustainable development

**Economic Consequences:** Rural growth and development, reducing the dependence of local

people on government credits and facilities and assistance such as subsidies, promoting economic welfare, improving the livelihood of local people. Finally, to achieve the paradigm model of home business development, the following model is proposed (Figure 3)



**Figure 3. The final model: providing a model for the development of home-based businesses**

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پژوهشگاه علوم انسانی و مطالعات فرهنگی  
پرتال جامع علوم انسانی



## ارائه الگوی پارادایم توسعه مشاغل خانگی در مناطق روستایی شهرستان‌های استان اصفهان بر اساس تئوری بنیادی

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### چکیده مبسوط

#### ۱. مقدمه

کسب و کارهای خانگی به علت مزایای منحصر بفرد آنها در راستای کاهش بیکاری بسیار تاثیر گذار بوده و کشورهایی که در راستای تقویت این مشاغل به کار برده اند به نتایج چشمگیر مثبتی رسیده اند. با توجه به اینکه جمعیت جامعه روستایی حدود ۳۵ درصد است (سالنامه آماری، ۱۳۹۵)، مشاغل خانگی می تواند یکی از راه حل های مناسب برای رهایی از بسیاری مشکلات باشد چرا که مشاغل خانگی هزینه بالایی را برای خانواده ها تحمیل نمی کند و می تواند راهکار مهم برای ایجاد اشتغال روستاییان به شمار آید. در اهمیت مشاغل خانگی در نواحی روستایی همین بس که این مشاغل به منزله راه حلی متناسب با شرایط زندگی و فردی اجتماعی روستاییان می تواند باعث ارتقای وضعیت اقتصادی و اجتماعی آنان شود، به طوری که اکثر صاحبان کسب و کارهای خانگی بر این باورند که کار کردن در خانه، کیفیت زندگی آن ها را بهبود می بخشد. همچنین متخصصان آن را مهمترین راهکار توسعه روستایی در کشور حساب می کنند.

#### ۲. مبانی نظری تحقیق

اشتغال در قرن حاضر یکی از مهمترین چالش ها و مسایل در تمام کشورها است. نظر به معضل اشتغال در جهان، امروزه کشورها از روش های گوناگونی برای توسعه اشتغال استفاده می کنند. راه اندازی و توسعه کسب و کارهای کوچک یکی از همین روشهاست که در

سال های گذشته مورد توجه کشور های گوناگون قرار گرفته است. کارفرما در محل زندگی خود با استفاده از امکانات موجود و قابل دسترس، اقدام به ایجاد کسب و کار نموده و برای خود و بعضا سایرین اشتغال ایجاد می نماید. کسب و کارهای خانگی به علت مزایای منحصر بفرد آنها در راستای کاهش بیکاری بسیار تاثیر گذار بوده و کشورهایی که در راستای تقویت این مشاغل به کار برده اند به نتایج چشمگیر مثبتی در راستای توسعه پایدار رسیده اند. راه اندازی کسب و کار با کمترین سرمایه اولیه، امکان کار به صورت پاره وقت، وجود دوره های آموزشی کوتاه مدت، عدم نیاز به فضای قابل توجه و غیره قابلیت های غیر قابل انکاری است که کسب و کارهای خانگی و خانوادگی داشته و الزام توجه جدی به این فرصت را آشکار می کند

#### ۳. روش‌شناسی تحقیق

روش پژوهش حاضر از لحاظ هدف در زمره تحقیقات کیفی قرار می‌گیرد. جامعه تحقیق پژوهش با توجه به انتخاب روش و برای دستیابی به نتایج مورد نظر، بر اساس تسلط و آگاهی به موضوع مشاغل خانگی انتخاب شدند. به این ترتیب اعضای هیات علمی دانشگاه در رشته جغرافیا، کارشناسان عالی اداره تعاون، کار و رفاه اجتماعی و سازمان صنعت و معدن و سازمان های مردم نهاد فعال در عرصه مشاغل خانگی در این زمینه در روستاهای استان اصفهان به صورت هدفمند به عنوان نمونه مورد مطالعه انتخاب شدند.

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#### ۴. یافته‌های تحقیق

به منظور طراحی الگوی مشاغل خانگی از نظریه بنیانی بهره گرفته شد. به طوری که از سه مرحله کدگذاری باز، محوری و انتخابی داده های حاصل از مصاحبه، تجزیه و تحلیل شدند. البته در پژوهش حاضر جمع آوری و تجزیه و تحلیل داده ها به صورت همزمان انجام شد. پس از انجام مصاحبه ها و رسیدن به نقطه اشباع و برخورد با داده های تکراری کار جمع آوری داده ها پایان یافت. سپس این اطلاعات بر اساس مراحل ذکر شده سطر به سطر مطالعه شده و مفاهیم مستتر در آن ها به شکل کد استخراج شد. در مرحله دوم این کدگذاری، مفاهیم مشترک و مشابه از نظر معنایی در قالب مقوله های عمده طبقه بندی شدند. به طوری کلی ۱۳۹ مفهوم از داده های حاصل از مصاحبه و ۱۴ مقوله نیز به دست آمد. در مرحله بعدی یعنی کدگذاری محوری مقوله های به دست آمده بر اساس سه وجه شرايطی، تعاملی و پیامدی طبقه بندی شدند. سپس در مرحله کدگذاری انتخابی با توجه به آنچه که در نظریه بنیانی به عنوان خط داستان مرسوم است ارتباط منطقی بین مقوله ها در قالب ابعاد سه گانه فوق و بر اساس پدیده (مقوله محوری) مورد بحث و بررسی قرار

گرفت و در نهایت چهارچوب مفهومی به دست آمده از ترکیب نتایج ارائه شد.

#### ۵. بحث و نتیجه گیری

برای ارائه الگوی توسعه مشاغل خانگی با استفاده از نظریه بنیادی مقوله های استخراج شده شرايطی از جمله عوامل انگیزشی، عوامل نگرشی، عوامل مدیریتی، تسهیلات زیر بنایی، عوامل آموزشی، عوامل مهارتی، سیاستگذاری، ارتقا منابع مالی و اعتباری، بازار یابی به دست آمد. همچنین عوامل حمایتی، عوامل مشارکتی، نظام اطلاعاتی به عنوان مقوله های تعاملی و پیامد های اجتماعی و اقتصادی از برون داد های آن به شمار می آید.

**کلیدواژه‌ها:** توسعه، مشاغل خانگی، نواحی روستایی شهرستان های استان اصفهان، نظریه بنیادی.

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