



Presenting a Model for Rural Business Development (Case Study: Ilam Province, Iran)

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Abstract

Purpose- Nowadays, the importance of rural business development and its key role in advancement of countries is undeniable. Development of rural business is considered as the main strategies for economic, socio-cultural development of deprived areas and it is used as a solution to poverty alleviation, poverty reduction, social and economic justice. Thus, the present study is aimed to provide a model for rural business development in Ilam province.

Design/Methodology/Approach- To this end, a mixed-method approach (both quantitative and qualitative) was applied. The population of this research in the qualitative part includes experts and in quantitative section are the owners of rural businesses in Ilam province. To select the sample in the qualitative part of the research, snowball method was carried out and 12 people were selected. Also, in quantitative phase 120 owners of rural businesses in Ilam province were selected. Data collection tool in qualitative section was semi-structured interviews and in quantitative part was standardized questionnaire. In order to analyze data in the qualitative section thematic analysis method and in quantitative section structural equation modeling (SEM) was used.

Findings- The results showed that 57 indicators in the form of 15 sub-themes and 6 main themes including: marketing capability, competitive intelligence, government policy, entrepreneurial empowerment, strategic communication and social acceptance were identified as factors affecting the development of rural businesses in Ilam province.

Originality/value- In present research, marketing capability, competitive intelligence, government policy, entrepreneurial empowerment, strategic communication and social acceptance have been identified as the factors affecting the development of rural businesses. The results of this research can help the authorities to have a deeper insight into the factors affecting the development of rural businesses as well as create strategic planning in order to successfully perform the development of rural businesses.

Keywords- Rural business, Development of rural business, Marketing capabilities, Competitive intelligence.

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1. Introduction

Today, rural development has a special position in the economic persistence life of the nation and in non-industrialized countries is the pivot of the national economic development programs (Morris et al., 2022). Rural business is considered as a kind of business which creates high employment coefficient in the country, in other words, it has high rate of employment. In particular, rural development is now more involved with the phenomenon of entrepreneurship (Clune and Downey, 2022). Rural business is the usage of rural facilities and resources in an innovative and creative way. Due to small population size of the villages, this type of business is small on a scale and often includes between 10 and 20 people and it has specific efficiency regarding to prevailing agricultural and workshop activities (Soleimani et al, 2021). Although these types of businesses are often part of the informal and hidden economy, they have a significant role in the wealth and economic growth of a society and the development of social capital (Moghsem et al, 2019). Rural businesses in developed countries have an average annual sales of over \$ 300,000 each year (Gabriel and Bitsch, 2019). It may rise competition in the economic sector by increasing production and decreasing prices. It may also bring new and unique insights into the delivery of goods and services and help small and new markets that are less profitable and attractive than larger firms (Saleh, 2021). In this type of businesses, people will not be forced to work within a given time frame and thus working hours is flexible, it will be more appealing to people. Also, since people spend more time with their family, the balance between work and life is established and this leads to a higher quality of work life (Ahmed, 2020). The studies show that with enhancing development of new technologies, especially digital technology and cyberspace expansion, many opportunities for rural jobs have been created so that 20 percent of the income of developing countries is obtained from rural jobs (as in: china and Bangladesh). Rural businesses in terms of job creation, innovation in product offerings or service cause a lot of changes in the society and economy of the country (Falah, 2018). Today, the importance of rural business development and its critical role in the development of countries is undeniable. Meanwhile economic, environmental, social and political changes around the world pose a serious challenge to the production and sale of particular products especially in

small scale production. If rural businesses are to sell products to the market, they don't have a bargaining power to determine trade conditions. According to the statistics of the public census, rural unemployment rate is increasing. Due to the entrance of rural labors to the city and creating a variety of problems, the necessity and importance of creating jobs and paying attention to the development of rural businesses will be determined. Ilam province is one of the border provinces of Iran which is deprived and less developed regions of the country with major unemployment problems and other economic indicators especially development indicators. According to the latest statistics published by the Iranian statistical center, more than 40 percent of Ilam's population lives in rural areas and this province has more than 400 village governors or Dehyars. Ilam's rural areas like other rural zones of the country face some problems that require systematic planning in creating jobs and rural entrepreneurship to create more sustainable development (agriculture, industry, services and tourism). Thus, to achieve the above objectives in the present study, the factors affecting the development of rural businesses in Ilam province have been investigated. It seems that development of rural businesses in Ilam provide the development process of this province and improve the production and employment status in rural areas. Literature review of the present study shows that there has not been any research on identifying the factors affecting the development of rural businesses in Ilam province. Therefore, this study aims to identify the factors affecting the development of rural businesses in Ilam province. (a step toward the development of this province).

Therefore, the main issue that considered by the researcher is answering to this fundamental question that what factors affect the development of rural businesses?

2. Research Theoretical Literature

Setting up rural business has some advantages. First, it requires less capital and overhead costs to start the business. Second, it's easier to organize a business in a small area where people know each other. However, infrastructure and equipment are better provided in urban areas (Megaravalli and Sampagnaro, 2019). Rural businesses don't need a lot of primary investment, yet they can be very profitable. Therefore, it can be a good choice for those who have no high financial power. As a result, it is a good solution to reduce the rate of unemployment and providing

employment opportunities, especially for many women and young people who are skilled in areas but unable to find a job in the market (Binz et al, 2018). In general, rural businesses are not a new phenomenon. Yet due to the current social and economic changes, these types of businesses are growing (Stojanova et al, 2022). The villages are full of new and hidden opportunities like cities. Discovery, creation, and exploitation of these opportunities and setting up businesses can bring significant economic benefits to the villagers (Blankson et al, 2018). Several factors have been considered for the development of rural businesses such as information and communication technology (Saleh et al, 2021), entrepreneurial training and technical skills (Ahmed, 2020), strategic innovation (Megaravalli & Sampagnaro, 2019), branding and family brand (Binz et al, 2018), sustainable entrepreneurship (Woodfield et al, 2017). Nowadays, rural businesses play a major role in the growth and creation of healthy economic space in the society and their role has been confirmed in economic stability. There are various elements and actors that affect and meanwhile support the development of rural businesses. One of these actors is the government which plays an important role in the development of rural business by devising and implementing appropriate policies (Gulsia & Sarika, 2023). Government support of rural businesses can improve their competitiveness; also governments usually provide appropriate supportive programs in the early establishment of rural businesses (Khurana & Sangita, 2022). Rural businesses are faced major challenges at their early activities; creating a market for selling products is one of the most important ones (Mousivand et al., 2022). Marketing capabilities and optimal use of these capabilities will lead to the development of sales and improvement of sales performance of rural businesses (Moumenihelali et al., 2022). Empowering rural entrepreneurs can lead to creation of new job opportunities and play a key role in improving economic and livelihood of rural areas. In order to empower rural businesses, entrepreneurial activities should be promoted, the spirit of entrepreneurship fostered and ultimately an entrepreneurial environment created (Hajarian et al., 2021). Information and communication technology have a significant impact in rural business development. In fact, communication is considered as a critical element of rural business to enter the big markets (Leonidou et al., 2020). Several studies have been conducted in the field of rural jobs and their development by researchers. In these studies,

the key variables affecting the development of rural businesses are mentioned. The most recent studies in this area are reported as follow.

Dahiya et al. (2023), creation of e-cognitive social capital and communication development have a key role in the development of businesses in the villages. Romero-Castro et al. (2023) studies the characteristics of successful entrepreneurs in rural businesses. The incentives to create rural businesses include flexibility, praise of others, be a boss of yourself, caring for children, having minimal skills, creativity and innovation. Cavite et al. (2021) pointed out that the factor that contributes to run a rural business is mainly the flexibility in lifestyle and work-family life balance. Though these benefits are more considerable for women than men. Gorman & Ennis (2022) stated that community recognition and society needs should be performed in pre-launch phase of rural businesses, and individuals should believe in rural products and their position in the market. If people with strategic capabilities and entrepreneurial talent in a specific field do not trained and they don't used communication technologies, they won't have any achievement. (Clune & Downey, 2022) developed a successful model for rural business which investigate family social capital affects, knowledge capital of entrepreneurs and external social capital on investment process by using resource-based view, social capital and network theories. The results show that family social capital, which is measured as family support, leads to preparing to make investment decisions and has direct and indirect effects on investment. Buratti et al. (2022) investigated the factors influencing starting up a successful rural business. The study showed that three factors including personality and behavioral criteria (such as creativity and innovation, risk taking, self - esteem, etc.), cultural and social (prestige and reputation achievement, knowledge and skills acquisition, fame, etc.) and governmental factors (legal and spiritual support, creating an entrepreneurial culture and promoting entrepreneurial spirit, consulting support services, etc.) play a key role in the success of rural development. Sharifinia (2022) investigated the obstacles of starting home businesses in rural areas and indicated that financial obstacles, market barriers, distribution channels and intermediary barriers, price obstacles and behavioral and attitudinal barriers can be considered as the most important barriers toward starting home businesses in rural home areas. Lopez et al. (2022) have studied the driving factors in the development of very small business in

rural home jobs sector. The result showed that factors such as entrepreneurial culture, entrepreneurial capacity and entrepreneurial empowerment are the most important driving factors in the development of very small business in rural home jobs. [Hansson & Sok \(2021\)](#) studied systematic analysis of the factors affecting the growth of rural businesses and pointed out that education, experience, communication and motivation are the most effective factors affecting the growth of rural businesses. [Ganguly et al. \(2020\)](#) studied forecasting the development of small and medium-sized enterprises in rural areas finally, and found that strategic innovation, entrepreneurial thinking, futurism and interaction are the most important factors affecting the growth of rural enterprises. [Carter et al. \(2019\)](#) in their study showed that governments played a major role in the success of rural businesses.

In the empirical background of the present study, there are limited studies that investigate the effect of several variables on rural businesses and mostly carried out as survey research with quantitative approach. Furthermore, most of the previous studies have examined rural businesses in the field of agriculture and tourism. The present study is exploratory mixed one and the factors affecting the development of rural businesses identified through interviews with experts who were familiar with research topic. The present research considers broad domains in business and the presented model provides the development of rural business in all industries, not just tourism and agriculture.

3. Research Methodology

The present study is an applied research and a mixed-method approach (both qualitative and quantitative) was employed. Furthermore, it seeks to discover and identify the factors affecting the development of rural businesses. In qualitative part, the statistical population of this study includes experts in the field of rural business (the top rural entrepreneurs, rural business owners and faculty members of the university) who have work experience in rural businesses and even conducted some studies on rural business domain. The reason for choosing these people is familiarity with research topic and having work experience in rural businesses. The selected individuals have at least three to five years of experience in rural business. Also, the selected university scholars and researchers are rural entrepreneurs or at least have deep studies in the field of rural and entrepreneurship development. In quantitative phase, the statistical population includes

120 active rural business owners with more than three years passed since they have started their business in Ilam province (according to statistics issued by Ilam science and Technology Park). In the qualitative section, 12 experts were selected to reach data saturation. To select the sample size snowball method was used. Then, the interviewees were asked to introduce people who were familiar with research topic to conduct the next interview. To collect data in the qualitative phase, semi structured interviews and in quantitative section researcher-made questionnaire were applied. In this research, data triangulation were obtained through sampling with maximum diversity of people, including genders, educations, jobs, types of business. In order to evaluate the reliability of the qualitative section, intercoder reliability (ICR) is conducted. Since ICR=80% and this reliability is more than 60 percent, it can be claimed that the research tool in the qualitative part is reliable. To examine the validity of the quantitative phase, the content and face validity were used. Moreover, to evaluate the reliability of the tool, Cronbach's alpha coefficient was used. Since Cronbach's alpha coefficient was 0.87 and more than 0.70, so reliability in quantitative part is confirmed. In order to analyze data in the qualitative part thematic analysis and in quantitative section visual PLS software were used.

4. Research Findings

In the qualitative phase, the thematic analysis of Braun and Clarke (2006) was applied. This analysis includes a continuous process between data sets and code summary as well as data analysis. The six phases of thematic analysis, based on the work of Braun and Clarke (2006) include: (1) familiarization of data: immersion in the data involves "reading and rereading of data" effectively to find patterns and meanings. (2) coding: this phase consists of generated codes for features of the data appropriate to overarching research aim whereby a set of initial codes is created to represent the patterns and meanings in the data. (3) searching for themes: this step includes organizing the codes into relevant themes (4) reviewing the themes: the fourth stage starts when the researcher creates a set of main themes and refining the themes, the process continues until the researcher satisfies that the themes created a map about the data. (5) defining and naming themes: it involves formulating exactly what we mean by each theme and figuring out how it helps us understand the data. By naming themes the researcher come up with a succinct and easily understandable name for each theme. (6) reporting of findings: this

stage starts when a researcher has a set of fully standardized and approved themes.

To conduct a thematic analysis, the first stage is to identify sub-categories of research. Subsequently, they are classified into several main categories. After conducting interviews, selective coding (basic themes) is extracted. The text of each interview is reviewed several times and the codes mentioned by interviewees are identified. Then, the organizing themes are formed. Organizing themes contains some basic themes that are semantically associated. In other words, every organizing theme is composed of several basic themes.

After determining the organizing themes, the overarching theme (main theme) is revealed. A number of organizing themes that are semantically in a more general concept form overarching themes.

In present study, after conducting some interviews and revising them for several times by using thematic analysis method, 57 basic themes were extracted. Then with reorganizing the basic themes, 15 sub-theme extracted and finally six themes were identified as the main themes. The results of the qualitative section of the study are reported in [table 1](#).

Table 1: Thematic analysis result

Row	Organizing Theme (Sub-theme)	Overarching Theme (Main theme)	Basic theme (selective coding)	
1	joint venture and communication development	Strategic communication	marketing of rural products	
2			access into the right market	
3			development of specialized centers for supporting rural businesses	
4	using information and communication technologies		taking advantage of modern technology	
5			technological capabilities	
6			improving R & D department	
7			proximity to science and technology parks	
8	government financial support	government policy	paying bank facilities under favorable conditions	
9			giving easy loans and facilities	
10			boosting financial and credit support	
11	government legal support		reducing bureaucracy	
12			Effective rules	
13			reduce complexity and remove redundant rules	
14			tax exemptions	
15	government intervention		government intervention in market	
16			Boosting cultural and educational infrastructure by the government	
17			government incentive policies	
18	individual empowerment		entrepreneurial empowerment	creativity and innovation
19				to hold training courses
20				previous experience
21				entrepreneurial motivations
22				upgrading sales skills
23		appropriate management of rural businesses		
24	features and requirements	having essential skills to run a business		
25		Personal capabilities/ empowerment		
26		Changing community attitudes to rural businesses		
27	Trust and social belief in rural businesses	social acceptance		strategic planning to support rural business by community
28			To gain potential customers trust	
29			special support by society and relevant organizations	
30	risk culture in the family			
31	establishing a suitable social position for rural businesses		Family support(both moral and material)	
32			culture of failure	
33			create a positive attitude in society towards rural business	
34			product market adjustment and clarification	
35	healthy competition in the market		competitive intelligence	internal markets openness
36				to compete with other companies

Row	Organizing Theme (Sub-theme)	Overarching Theme (Main theme)	Basic theme (selective coding)
37	create a competitive environment between rural businesses	marketing capabilities	competition between rural businesses
38			collaborative atmosphere between rural businesses
39			dealing with rural business challenges
40	enhancing competitiveness of rural businesses		competitive space of business
41			supervision on product quality standards
42			paying attention to quality production and its features
43			the attractiveness of products in the market
44			Customer focus
45	marketing mix		strategic bidding
46			improving product quality
47			easy delivery of ad
48			local market for sale of rural products
49	providing facilities to start businesses at homes		identifying appropriate business processes
50			good working space
51		Family collaboration	
52		Adequate facilities	
53		rural business income levels	
54	recognition and special attention to society needs in rural products	Paying attention to the based on society needs	
55		creating culture of consuming rural goods and products	
56		customer satisfaction and meeting customer's needs	
57		consideration of customer orientation	

After identifying the basic themes, the organizing and the overarching theme, the network of themes is presented in figure 1.

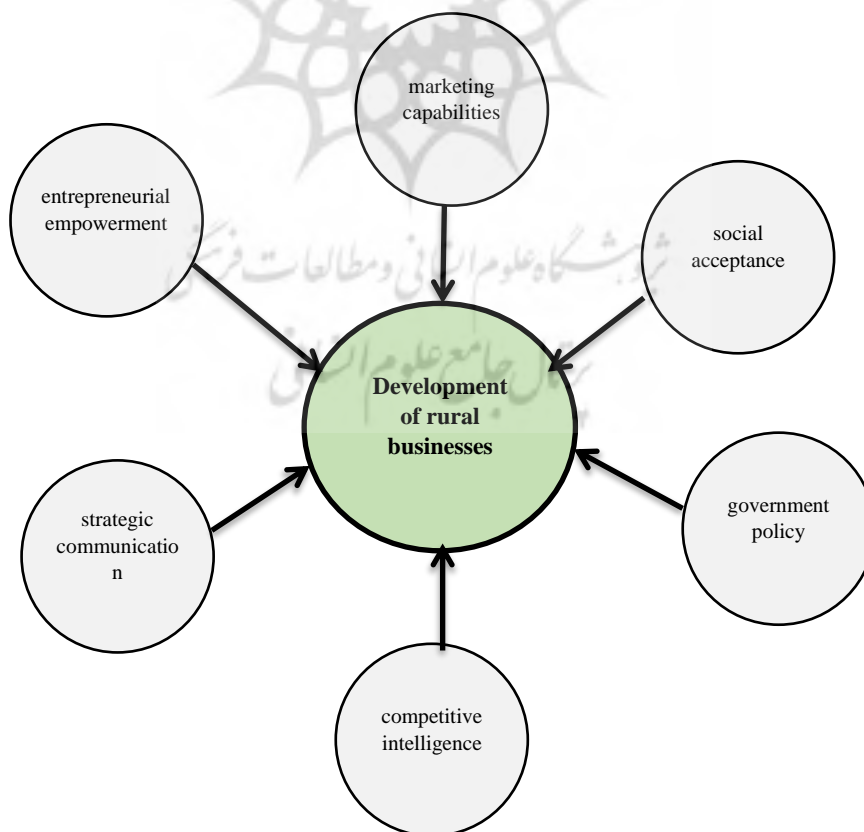


Figure 1: Rural business development model

The rural business development model is presented in the qualitative phase. Then, it was examined at the scope of present study in quantitative part. The required data were collected by a researcher-made

questionnaire which was the output of the qualitative section. The structural model of research is presented by using PLS software in figure 2.

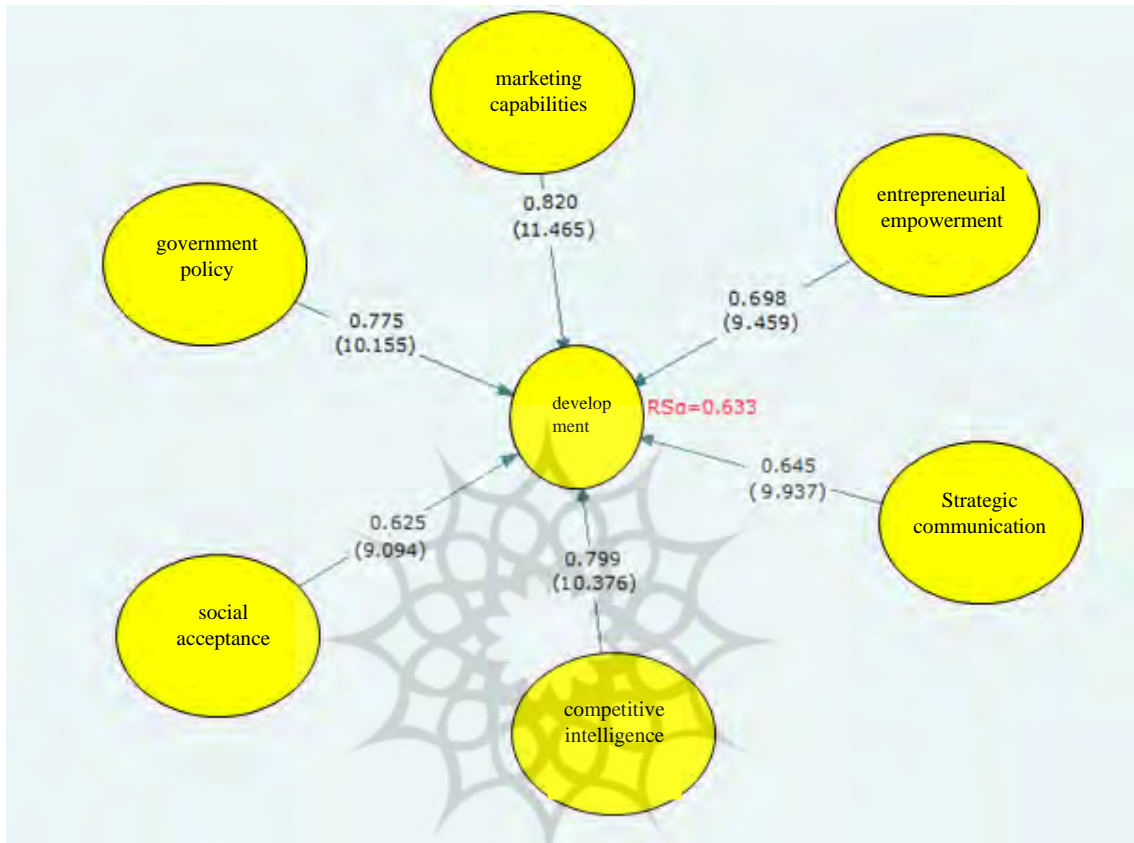


Figure 2. Structural model of research

The GoF has been developed as an overall measure of model fit. It ranges from 0.0 to 1.0 and the GoF values close to 1 indicate a good quality of the model. The amount of GOF in the structural model of the study is as follows :

$$GOF = \sqrt{0.8102 \times 0.590} = 0.69$$

According to Wetzels, Odekerken-Schroder, and Van Oppen, three values of 0.01, 0.25, and 0.36

which were known as weak, medium, and strong values for GOF. According to the results of this study, the value of the GoF of the model was 0.69, which indicated good fit of the structural model. The results of the structural model of the research regarding to the path coefficient and the significant number obtained from the structural model of the research are summarized in table 2.

Table 2: Structural path analysis results

Main Hypothesis	Path coefficient	t-value	Result
marketing capability → development of rural businesses	0/820	11/465	supported
entrepreneurial empowerment → development of rural businesses	0.698	9/459	supported
Strategic communications → development of rural businesses	0/645	9/937	supported
competitive intelligence → development of rural businesses	0/799	10/376	supported
social acceptance → development of rural businesses	0/625	9/094	supported
government policy → development of rural businesses	0/755	10/155	supported

As it is observed, since the significant numbers of the research paths are all above 1/96 and the path coefficients are all positive, it can be claimed that identified factors (marketing capabilities, entrepreneurial empowerment, strategic communications, competitive intelligence, social acceptance and government policy) have positive and significant impact on rural business development in Ilam province.

5. Discussion and Conclusion

Like cities, the villages are full of new and hidden opportunities. Exploration and exploitation of these opportunities as well as creating new and competitive businesses based on it can bring considerable economic benefits to the villagers. Although rural business development is not the only suitable strategy for economic development of villages, it is less expensive than other rural strategies and is more suitable for rural areas. Villagers will achieve their required goods and services with the development of rural businesses and this has a great impact on rural economic growth and migration to cities. The purpose of this study is to present a model for rural business development in Ilam province. To this end, semi-structured interviews were conducted along with the experts who were familiar with research topic. Finally, after conducting interviews and analyzing them by using thematic analysis method, 57 basic themes were extracted. Then with reorganizing the basic themes, 15 sub-themes extracted and finally six themes were identified as the main theme. In response to the main question of the research, what factors can affect the development of rural businesses in Ilam province, six factors are identified as key contributors to affect the development of rural businesses: marketing capability, social acceptance, entrepreneurial empowerment, strategic communications, competitive intelligence and government policy. Recognizing these factors and having strategic planning in order to utilize these factors as well as strengthen them can act as the driving forces of rural business development. Since identified factors are presented from the viewpoint of experts and owners of rural businesses, paying special attention to these factors and utilizing them in action plays a key role in the development of rural business. Each of these factors is described as follow.

One of the factors that affect the development of rural businesses is marketing capability. Marketing principles and tactics can improve the sales performance of rural businesses. Moreover, it can be a market for their products. Marketing mix plays a key

role in rural business success [Binz et al. \(2018\)](#). [Yoshida et al. \(2020\)](#) also stated that marketing capabilities are one of the factors determining the success of the agribusiness. Rural businesses can improve their performance by using tools and tactics of marketing mix as well as planning to train their personnel. Rural businesses can also improve their sales performance while recognizing and paying special attention to the society needs in household products and considering the production of products based on the needs of society by using marketing principles and sales. Another factor influencing rural business development is competitive intelligence. In present study, competitive intelligence is meant to improve the competitiveness of businesses and create a competitive environment between rural businesses. [Saleh et al. \(2021\)](#) stated that rural business can be able to complete their knowledge by using information technology and enhancing information intelligence and have a good reaction to competitors' strategy. [Melo et al. \(2022\)](#) also stated that intelligence will promote sustainable performance in rural businesses. Rural businesses can focus on the quality and attractiveness of production products to enhance their competitiveness. One of the factors affecting the development of rural business is the government policy. [Blankson et al. \(2018\)](#) stated that government policies have a significant impact on the success of small rural businesses. The government can improve the rural jobs by paying easy bank loans and facilities for rural jobs. Another factor influencing rural business development is entrepreneurial empowerment which includes personal empowerment and required skills for rural business management. [Woodfield et al. \(2017\)](#) in their study stated that entrepreneurial empowerment enhances business ability and improves their competitiveness. To this end, having minimal skills to run a successful business is important. Consulting with experts who have been successful at home based business also affects the success of rural businesses. Strategic communication is another factor influencing the development of home - based businesses. Rural businesses can be successful by using communication technologies and new technologies [Megaravalli and Sampagnaro \(2019\)](#) in their study stated that strategic communications are the most effective factors affecting the high growth of home based businesses. [Peng et al., \(2022\)](#) stated that communication plays a key role in the market making of rural businesses. Social acceptance is another factor influencing rural business development which includes trust and social

belief in home – based businesses and creating a suitable social position for rural business. Guzman et al. (2020) in their study stated that societies and people's attitude towards rural business have significant impact on the sustainability of these businesses. Bouichou et al. (2021) also stated that rural businesses can have a fruitful performance by developing positive attitude toward the importance and success of rural jobs in families and their supports weather moral or material.

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Author's contributions

The authors equally contributed to the preparation of this article.

Conflict of interest

The authors declare no conflict of interest.

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ارائه مدلی برای توسعه کسب و کارهای روستایی (مطالعه موردی: استان ایلام، ایران)

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چکیده مبسوط

۱. مقدمه

در عصر کنونی، توسعه روستاها جایگاه ویژه ای در تدام حیات اقتصادی ملت ها دارد و در کشور های غیر صنعتی، محور برنامه های توسعه اقتصاد ملی به شمار می رود. کسب و کار روستایی به عنوان یکی از انواع کسب و کارهایی طبقه بندی می شود که ضریب اشتغال بالایی را در کشور ایجاد می کند به عبارتی میزان اشتغال در آن بسیار بالا می باشد. اگرچه این نوع کسب و کارها اغلب جزو بخش پنهان و غیررسمی اقتصاد هستند، اما نقش قابل توجهی در ثروت و رشد اقتصادی یک جامعه و توسعه سرمایه اجتماعی آن دارند. امروزه اهمیت توسعه کسب و کارهای روستایی و نقش حیاتی آن در توسعه و پیشبرد کشورها بر هیچ کس پوشیده نیست. با توجه به ورود نیروی کار روستایی به شهر و ایجاد مشکلات متنوع، ضرورت و اهمیت ایجاد اشتغال و توجه به توسعه کسب و کارهای روستایی مشخص می شود. استان ایلام یکی از استان های مرزی ایران می باشد که جزء استان های محروم بوده با مشکلات عمده بیکاری و دیگر شاخص های اقتصادی از نظر شاخص های توسعه بسیار ضعیف می باشد. نقاط روستایی آن همچون سایر نقاط روستایی کشور با مشکلاتی مواجه است که نیازمند برنامه ریزی اصولی در زمینه ایجاد اشتغال و کارآفرینی روستایی در استان بوده تا موجبات شکوفایی همه جانبه و بیش از پیش استان (از نظر کشاورزی، صنعت، خدمات و گردشگری) فراهم آید. بنابراین، به منظور دستیابی به اهداف فوق در تحقیق حاضر، عوامل موثر بر توسعه کسب و کارهای روستایی در استان ایلام مورد بررسی قرار گرفته است.

۲. مبانی نظری تحقیق

راه اندازی کسب و کار روستایی، نکات مثبت خودش را دارد. اول آنکه سرمایه کمتر و هزینه های سربار کمتری برای شروع کسب و کار لازم دارد. دوم، سازمان دهی کسب و کار در منطقه ای کوچک، که مردم همدیگر را می شناسند، آسان تر است. اگرچه در مناطق شهری زیرساخت و تجهیزات بهتری نسبت به مناطق روستایی ارائه می شود. کسب و کارهای روستایی نیاز به سرمایه اولیه زیادی ندارند، با این حال می توانند سوددهی بالایی داشته باشند. به همین دلیل می توانند انتخاب مناسبی برای افرادی باشد که توان مالی بالایی ندارند. از این رو، راهکار مناسبی برای کاهش نرخ بیکاری و اشتغال زایی محسوب می شوند، به ویژه برای بسیاری از زنان و جوانان که در حوزه هایی دارای مهارت کافی هستند اما نتوانسته اند جذب بازار کار شوند. بطور کلی کسب و کارهای روستایی پدیده جدیدی نیستند. بلکه در نتیجه تغییر و تحولاتی که در فعالیتهای اقتصادی - اجتماعی امروزه به وجود آمده به آن توجه بیشتری شده است، این نوع کسب و کارها روز به روز گسترش و توسعه می یابند. روستاها نیز همچون شهرها، مملو از فرصتهای جدید و کشف نشده هستند که کشف و بهره برداری به موقع از این فرصتها و ایجاد و توسعه کسب و کارها و رقابت پذیر بر مبنای آن، می تواند مزایای اقتصادی چشمگیری برای روستاییان به همراه آورد. عوامل متعددی برای توسعه کسب و کارهای روستایی در نظر گرفته شده است از جمله می توان اشاره کرد به؛ فناوری اطلاعات و ارتباطات، آموزش های کارآفرینانه و مهارتهای فنی، نوآوری استراتژیک، برندسازی و برند تجاری خانوادگی، کارآفرینی پایدار.

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۳. روش‌شناسی تحقیق

تحقیق حاضر بر اساس هدف کاربردی است و به لحاظ ماهیت و روش از نوع اکتشافی و آمیخته از نوع کیفی - کمی می‌باشد و در پی کشف و شناسایی عوامل موثر بر توسعه کسب و کارهای روستایی است. در بخش کیفی، جامعه آماری تحقیق حاضر شامل افراد متخصص در زمینه کسب و کارهای روستایی می‌باشد. در بخش کمی نیز جامعه آماری شامل صاحبان مشاغل و کسب و کارهای روستایی در استان ایلام می‌باشد که دارای کسب و کار فعال بوده و بیش از ۳ سال از شروع کسب و کار آنها گذشته است. با توجه به آمار منتشر شده از سوی پارک علم و فناوری استان ایلام، تعداد آنها برابر با ۱۲۰ کسب و کار می‌باشد. در بخش کیفی، تعداد ۱۲ نفر از خبرگان شرکت داشته‌اند. ابزار اصلی تحقیق در بخش کیفی، مصاحبه نیمه ساختار یافته و در بخش کمی نیز پرسشنامه محقق ساخته می‌باشد. برای تجزیه و تحلیل داده‌ها در بخش کیفی از تحلیل تم و در بخش کمی نیز از نرم افزار ویزوال پی ال اس استفاده شده است.

۴. یافته‌های تحقیق

پس از اجرای مصاحبه‌های انجام شده و پیاده سازی آنها با استفاده از تکنیک تحلیل تم، در مجموع تعداد ۵۷ کد پایه در قالب ۱۵ مضمون سازمان دهنده دسته بندی شدند. مضامین سازمان دهنده نیز در قالب ۶ مضمون فراگیر دسته بندی شدند. عوامل اصلی عبارتند از: قابلیت‌های بازاریابی، هوشمندی رقابتی، خط مشی دولت، توانمندسازی کارآفرینانه، ارتباطات استراتژیک و مقبولیت اجتماعی. نتایج این پژوهش می‌تواند به متولیان امور در توسعه کسب و کارهای روستایی کمک کند تا بینش عمیق تری نسبت به عوامل موثر بر توسعه کسب و کارهای روستایی داشته باشند و ضمن شناخت عوامل موثر بر توسعه کسب و کارهای روستایی، برنامه ریزی استراتژیک و محوری در راستای اجرای موفقیت آمیز مراحل توسعه کسب و کارهای روستایی داشته باشند.

۵. بحث و نتیجه گیری

تحقیق حاضر با هدف طراحی الگویی برای توسعه کسب و کارهای روستایی در استان ایلام انجام شده است. در پاسخ به سوال اصلی

این تحقیق مبنی بر اینکه عوامل موثر بر توسعه کسب و کارهای روستایی در استان ایلام کدامند؟ می‌توان گفت که شش عامل اصلی شناسایی شدند. یکی از عوامل شناسایی شده که بیشترین ضریب تاثیر را بر توسعه کسب و کارهای روستایی نیز داشته است؛ قابلیت‌های بازاریابی می‌باشد. استفاده از اصول و تاکتیک‌های بازاریابی می‌تواند برای کسب و کارهای روستایی ضمن ایجاد بازار برای محصولات آنها، عملکرد فروش کسب و کارهای روستایی را بهبود بخشد. عامل دیگری که بر توسعه کسب و کارهای روستایی تاثیر گذار است، هوشمندی رقابتی می‌باشد. در این تحقیق هوشمندی رقابتی به معنی ارتقاء توان رقابت پذیری کسب و کار و ایجاد فضای رقابتی بین کسب و کارهای روستایی می‌باشد. هوشمندی موجب ارتقاء عملکرد پایدار در کسب و کارهای روستایی می‌شود. کسب و کارهای روستایی می‌توانند برای ارتقاء توان رقابت پذیری خود به ویژگی‌های تولید کیفی و جذابیت محصولات تولیدی تمرکز نمایند. یکی دیگر از عوامل تاثیر گذار بر توسعه کسب و کارهای روستایی، خط مشی دولت‌ها می‌باشد. دولت می‌تواند با پرداخت تسهیلات و وام‌های بانکی با شرایط ویژه برای مشاغل روستایی عملکرد این مشاغل را بهبود بخشد. توانمندسازی کارآفرینانه عامل دیگری است که بر توسعه کسب و کارهای روستایی تاثیر گذار است. مقبولیت اجتماعی عامل دیگری است که بر توسعه کسب و کارهای روستایی تاثیر گذار است. این عامل شامل؛ اعتقاد و باور اجتماعی به کسب کارهای خانگی و ایجاد جایگاه مناسب اجتماعی برای کسب و کارهای روستایی است. با توجه به اینکه این عوامل برخاسته از نظر و دیدگاه خبرگان و صاحبان کسب و کارهای روستایی است لذا توجه به این عوامل و بکارگیری آنها نقش کلیدی در توسعه کسب و کارهای روستایی دارد.

کلید واژه‌ها: کسب و کارهای روستایی، توسعه کسب و کارهای روستایی، قابلیت‌های بازاریابی، هوشمندی رقابتی. **تشکر و قدردانی:** پژوهش حاضر حامی مالی نداشته و حاصل فعالیت علمی نویسندگان است.



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