



IDENTIFICATION EFFECTIVE COMPONENTS ON ORGANIZATIONAL ENTREPRENEURSHIP PATTERN IN RURAL COOPERATIVES OF IRAN

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ABSTRACT

Today's complex, dynamic and uncertain environments, rural Cooperative Enterprises, as NGOs, the proper structure are the implementation of the entrepreneurship pattern in countries, that leads to the creation of positive social interactions, cultural, economic and legal gets out in rural communities. The purpose of this research is to the identification of effective components on organizational entrepreneurship pattern in rural cooperatives of Iran. Research methodology is a documentary research and theoretical analytical approach. Findings the research shows that the components affecting entrepreneurship model are popularity, economic development, cooperative functions, individual characteristics, field of activity and social ideal. It can be concluded that by identifying effective indicators and expanding the culture of entrepreneurship, along with identification of resources, opportunities and threats, we can create new ways to entrepreneurship development in rural cooperatives. Therefore, the concept of Rural Cooperative Entrepreneurship is paying with a new look, comprehensive, and endogenous to discovery and create opportunities in rural cooperatives that with utilization the appropriate opportunities creates economic, social and cultural development of villages.

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1. INTRODUCTION

Historical evidence suggests that humans innately tend to cooperate with each other to meet their basic needs. Cooperative in the concept of cooperation is part of the culture of the Iranian nation

that has been fertilized in the light of Islamic teachings, and has become one of the manifestations of mankind's personality (Kohi, 2006; Athari and Beigi, 2010). Co-operative activities in rural communities of Iran have a long history and from the distant past villagers and Nomads, they have shown their willingness to cooperate and participate in most of the economic and social activities, and in some cases, they have been irreplaceable patterns (Athari and Beigi, 2010).

Cooperatives in rural areas have played a significant role in promoting and creating jobs (Folsom, 2003). If they Exit from traditional mode and refurbish, investing appropriately be done in order to develop rural cooperatives, and the incentives be provided for the investment of members (Chambo, 2009) rural Cooperatives can do an effective role in redefining the benefits of agricultural sector, reducing the dynamic and productive risk, development of people's participation, reducing the risk of investing in villages and reducing government spending on production,they do (Khosravi Pour et al, 2011). Therefore, the development of entrepreneurship in cooperative companies is a way to modernize and dynamize them. Entrepreneurship development in cooperatives and transforming them into entrepreneurial cooperatives, it can help to rebuild existing cooperatives. Also, a tool for business development and improvement, revenue and profitability, is a pioneer in the creation and development of new products, services and processes, And ultimately their role increase in macroeconomic programs. Therefore, attempts to underpin entrepreneurship development in cooperatives are one of the priorities of development plans of the cooperative sector (Aazami et al, 2014).

Moving from individual entrepreneurship to collective entrepreneurship is reflects a historical trend, response to capital constraints, individual activation capacity as well as rational effort to mobilize and sharing resources to achieve synergy in the process of entrepreneurship. Usually, the exploitation and enjoyment of individuals from more resources (resulting from the pooling and aggregation of individual resources) is facilitates entrepreneurship by individuals.Or at least their perception of existing opportunities (Identifying opportunities by different people and thus understanding more opportunities or better understanding of existing opportunities) improves how the opportunities are exploited (Zadeh et al, 2008; Aazami et al, 2014). Undoubtedly an attempt to transform into cooperative companies, Turning them in entrepreneurial co-operatives and adopting strategies for entrepreneurship development in cooperative companies is the beginning of innovation, dynamism, renovation, growth and productivity in these companies in the current economic and social conditions, Paying attention to this issue in the development plans of the cooperative sector has a special place (Aazami et al, 2014).

Based on what was said and in order to analyze, identify strategies, appropriate strategies and useful, In order to take a conscious step forward in the development of entrepreneurship in rural cooperative companies, this research aims are identify entrepreneurship model components in rural cooperatives, and expressing sustainable entrepreneurship development strategies in rural cooperatives as an organizational entrepreneurship structure. Therefore, in this research, we seek to answer the following question:

What components can promote the entrepreneurial pattern of rural cooperatives?

2. CONCEPT OF COOPERATION

Cooperative is the term, support, and interconnected. In other words, cooperation is voluntary teamwork and systematic. The mechanisms used in cooperatives are tailored to the social goals of the cooperative (Khorasani, 2013). Today, the term cooperative is used as a scientific terminology in knowledge such as biology, ecology, and in particular the social sciences such as sociology, anthropology, psychology, social psychology, and economics. Apart from the lexical meaning and the definition of the term cooperative, cooperatives are examples of mutual actions and continuous which is done in the direction of unification. In the event that competition and conflict are actions that are cross-cutting and discrete (Agburn and Nimkeff, 1969).

Cooperative being one is one or two persons, to achieve a certain goal. This accepted definition can be found in other earlier sources. Cooperation is a collaborative effort to achieve common goals. (Roskach and Warren, 1992). Cooperative is the endeavor of two or more people, in order to achieve a specific goal or Specific goals, with intentions and the purpose of the unit, or different (Farhadi, 1994).

Prakash, from the experts of the cooperative Asia, has defined the cooperative as follows: Cooperative are organizations that fall into the category of voluntary or non-governmental organizations. Cooperatives are popular organizations which are managed by the members themselves and their full authority, in an appropriate and democratic manner and in accordance with the principles of international co-operation (Prakash, 1999).

Cooperative in its specific sense refers to a specific type of working with each other that through the formation of an official organization and the implementation of specific management practices, makes it possible access to common goals. in the other words; Cooperative means the cooperation of some natural or legal persons with each other, in order to meet the common needs of members. Or achieving a specific goal in a cooperative company and accepting the principles and regulations that actually implies this: One for everyone and everyone for one (Akhtar Mohaghghi, 2006).

3. GOALS OF RURAL COOPERATIVES

The most important and most comprehensive goals of rural cooperatives, goals are mentioned in the law of the cooperative sector of the Islamic Republic of Iran and include:

1. Creating and providing employment opportunities for everyone in order to achieve
- 2- Placement of tools for those who can work, but do not have toolsfull employment
3. Preventing the concentration and control of wealth in the hands of individuals and special groups for the realization of social justice.
4. Prevention from the Government employer becoming absolute
5. Putting management, capital and benefits to the workforce and encouraging direct exploitation of their work
6. Prevention of monopoly, hoarding, inflation and losses to others
7. Development, consolidation of partnership and public co-operation among the people
8. Putting management, capital and profits to the workforce, and encouraging the exploitation of

the work (Soufi, 2005).

4. OUTCOMES AND THE POSITIVE EFFECTS OF RURAL COOPERATIVES

A cooperative is a distributor of rational and correct methods which itself, as a non-governmental mechanism, prevents some offenses and disrupts the law and facilitates the application of law. Cooperative prevents from hoarding and expensive and low-selling, and has a direct impact on pricing policy and the best way is to determine the price is fair. The co-operative increases the sense of initiative and innovation to members (especially in production cooperatives). Because members of such cooperatives know that are directly related to cooperative interests and any innovation that increases profits. The other group will not be except cooperative members.

Cooperative strengthens sense of responsibility in members and the whole community. Because all employees and cooperative members are partners in the management and fate of the cooperative.

Cooperatives in various economic sectors, especially in the production sector, make possible to invest in savings and small investments. And the job is created for the saver.

Cooperatives can be used as a means to modernize and increase the efficiency of handicraft, non-economic, and even rural deserted industries. And while preserving these industries by employing the above techniques and better plans, Increased their incooms, until be a source of income for the villagers (Amini, 1993).

5. THE GOVERNMENT'S APPROACH TO ENTREPRENEURSHIP IN RURAL COOPERATIVE ENTERPRISES

Entrepreneurship is a process that has been a symbol of effort and success in organizations and the pioneers of this process are successful entrepreneurs in the community which has the ability to take advantage of opportunities and their capacity for success and the creation of competitive advantage, there are criteria that entrepreneurship and entrepreneurs can be evaluated (Nakhaei and Sobhani, 2015). So the suitability of cooperative companies as a suitable platform for entrepreneurship, According the identity of the cooperative reviewed its role in the flourishing of entrepreneurial characteristics (Soleimani Souchelemaei, 2005). A look at the profile of entrepreneurship environments shows that such environments should have a number of special features. Thus, economically, the conditions must be such that people with a few obstacles deal to establish and start a business and financially, start-ups are being available to investors, cheap and long-term loans (Chell and Burrows, 1991). At present, the government's serious efforts to create employment and eliminate unemployment and move towards axial justice, to the cooperative sector from enough credits and facilities have to provide capital and create employment, a good atmosphere has been created in the country to the cooperation field From an appropriate environment enriched for entrepreneurship and as an appropriate platform act for the development and development of entrepreneurship in the country (Soleimani Souchelemaei, 2005).

6. RESEARCH METHOD

The research method is a documentary research with a theoretical analytical approach that It has been done using analysis of documents, reports and research related to entrepreneurship and rural

cooperatives. Therefore data and information from different researches are collected, explained and analyzed. The basic principle of this research is the use of relevant documents, reports, and research, and combine various research results and extract new results.

7. RESEARCH FINDINGS

By reviewing and analyzing research, documents and reports in the search for information resources and library studies, the identified components of entrepreneurship in cooperative companies are as follows:

7.1 COOPERATION FUNCTION

The term Cooperation is used against the term competition and today social scientists have applied this word with different functions, And they went until the somewhere that the category of cooperative movement and even cooperativeism has found a special place in Economic-Social theories. The component of co-operative change is a reflection of the fundamental changes and identifying or creating opportunities in rural cooperatives and the entrepreneurial process.

Cooperative Function is conformity With the research of Yaghoobi Farani and others and Rezaei. That they know the function of cooperatives, Guidance -Supportive, Educational - advisory, Motivational Capacity Building - Institutional and interaction (Yaghoobi Farani et al, 2014; Rezaei, 2014) expresses, The establishment and activation of cooperatives and the development of entrepreneurial activities in them is a good solution to the development of entrepreneurial activities and the realization of social justice. Cooperatives are a lever appropriate for economic development that they can be in line with government policies be effective at enhancing entrepreneurship, increasing production, raising the level of income and improving the social status of the people. It can be stated that there is a direct relationship between entrepreneurship and the functioning of cooperatives, especially in rural areas. And cooperatives provide a good platform for entrepreneurship development due to Characteristics such as free and optional membership, democratic control, profits, surplus capital, income, and education and cooperation among members (Rezaei, 2014).

7.2 NONGOVERNMENTAL ORGANIZATION

The International Union of Cooperation has defined a cooperative as follows: Cooperative is an independent community of people that in order to supply needs and goals economic, social, and cultural commonality has mutually agreed upon through institutional management and collective supervision of an institution with collective ownership. So cooperatives are a popular institution that, while possessing the characteristics of an economic and commercial unit, also have school values and social too.

According to that rely on member resources and existing capabilities and rely on resource and existing capabilities, they can by applying creative ideas and innovation and using optimal resources, are represent the collective efforts of a group of cooperative members to achieve common goals, progress, sustainable development and entrepreneurship.

Nongovernmental Organization of cooperation is conformity with the research of kord and others. Social entrepreneurs can by creating community groups in the form of peoples organizations

and rural cooperatives, shaping local organizations, encouraging them to carry out business activities, provide entrepreneurship background in society, And have a proper relationship with the rural economy (Kurd et al, 2016).

7.3 ECONOMIC TRANSFORMATION

In order to create a real cooperative economy, it must first be examined from the ideological point of view and value bases. That it requires a general and comprehensive transformation in the country's economic and social system. Development, advancement and strengthening of rural cooperatives, if it is based on values, principles and rules and regulations, and modeling entrepreneurship be based on values, It leads to the sustainable development of rural cooperative enterprises.

Economic transformation index is conformity with the researches of Bozorg Parvar and Khosravi Pour and Aghajani and others. In our age, cooperation is a leverage appropriate for economic development, that can be effective in line with government policies to improve working, living, production, income and social conditions, It is precisely on this basis that international organizations see the most reliable and appropriate method of poverty eradication and development of various societies in developing and promoting a cooperative movement (Aghajani et al, 2016). Cooperatives are one of the important tools of the population and the balance between rural and urban development. Considering that in cooperative activities, the sectors of one of the factors affecting the economic growth of the country are the strengthening of related institutions, including cooperatives.

The formation of cooperatives are promotes the level of living, health, per capita income, the optimal use of rural resources, the prevention of uncontrolled migration and the economic efficiency of industry, services and agriculture (Bozorg Parvar and Khosravi Pour, 2016).

7.4 DOMAIN OF ACTIVITY

domain of activity of rural cooperatives are specified and is limited and the actions that cooperatives do in the agricultural sector is limited to activities in small and medium-sized production units which requires the development and expansion of cooperative activities. Therefore, entrepreneurs need to think about expanding activities and changes in cooperatives, creating larger production units, and using new methods and methods to innovate the proper use of material and spiritual resources in cooperatives. So, if we claim that cooperatives are one of the important economic sectors that have been effective in improving the agricultural sector, we are not indulgence, Because cooperations are the only effective way to raise the quantity, quality and reduce the losses of agricultural products and they are the only factor that encourages farmers to earn more. Therefore, relying on internal resources and mobilizing cooperative facilities and paying attention to risk in the entrepreneurial process will help develop and expand the scope of rural cooperatives.

The development of domain of activity of rural cooperatives are conformity with the research of Charkhtabian. According that in most parts of the world, especially in developing countries, the rural is considered as a poor and eroding area. The thinkers and policy makers of most countries have focused on rural development, utilizing indigenous knowledge and engaging local people to solve their own problems and problems. Therefore, rural cooperatives and rural entrepreneurship have a

special place in the process of rural development. Seasonal unemployment, low productivity of people and resources, lack of attractiveness for investment and the weakness of the business environment have been the problems in rural areas which can be eliminated through the process of entrepreneurship and the creation of a cooperative (Charkhtabayan, 2009).

7.5 CULTURE

Cooperative culture requires major educational programs at the community level. If such an approach does not occur and the culture of cooperation is not formed, Utility may be dominant in cooperatives. In such a situation, personal profit overcomes social benefits and society is distracting from its main cause. The expansion of the culture of cooperation is a common ground for entrepreneurship and requires educational planning for the development of cooperatives, which leads to the development of sustainable entrepreneurship in rural cooperative companies.

The component of the institutionalization of culture is are conformity with the studies of Hekmat and Omani (2012), Rafsanjani and Tayyari (2015), Khalili and Ebadi (2016). The cooperative sector can play a key role in the development of creative entrepreneurship among the youth and in solving the problem of unemployment through training and dissemination of the culture and philosophy of cooperative (Khalili and Ebadi, 2016). Support for knowledge-based cooperative societies and their important role in developing and strengthening entrepreneurial culture, in today's society, causing many changes in the field of science and knowledge, discovering new economic findings and results, and promoting the progress of the business community. Cooperative Knowledge Based Enterprises are a good platform for creativity, innovation and entrepreneurship; Providing the necessary resources and enabling entrepreneurs to innovate cooperatively and collaborate with each other and the rest of the community will benefit from greater synergy and greater power for community development (Rafsanjani and Tariari, 2015; Hekmat and Omani, 2012) .

7.6 INDIVIDUAL CHARACTERISTICS

Entrepreneurship gives to individuals self-awareness, self-confidence, patience and endurance. and from them the staff is responsible, So the social transformation that takes place under the influence of cooperative activities comes from here. Cooperative activities bring about transformation as a result of the establishment of specific relationships between the individual and the cooperative which, in comparison to other developments, is more consistent, more visible and more visible. Therefore, the role of entrepreneurs in social transformation and the formation and development of rural cooperatives is evident.

Individual features are conformity with the researches of human and tannery and Sohrabi and Fazati Amali. The entrepreneurship has a key role in today's competitive and market-based economy, In other words, in a dynamic economy, ideas, products and services are constantly changing and in the meantime, it is an entrepreneur who brings a pattern for coping with the new conditions. Hence, in a broad range of all elements active in the economic scene (consumers, producers, investors) they should be entrepreneurship and to your share, they are entrepreneurs. The results of the research show that the influence of individual characteristics of the members on the level of innovation and entrepreneurship in cooperatives is more than other factors (Adami and Dabbagh, 2016) and

cooperatives are a good place for entrepreneurs to succeed (Sohrabi and Bostani Amlashi, 2013).

7.7 SOCIAL ASPIRATION

In the social aspiration of cooperatives is imperative training of free forces and you know the value and his credibility, risky and with the virtues of self-help and cooperation and the realization of this requirement is dependent on observance and implementation of the principles that constitute the social element of the cooperative movement. The cooperative movement is essentially trying to realize democratic governance and peace and social justice. The social aspiration of the cooperatives, the principles governing them, play a role in public welfare, and an indication of the existence of entrepreneurship is in rural cooperatives. The components that contribute to social welfare increase can be summarized as follows:

1. Steps towards realizing social justice and the relative resolution of the conflict between growth and prosperity and social justice and the equitable distribution of wealth
2. Creating empathy, intimacy and cooperation among different classes of society, which is definitely a developmental indicator.
- 3 - Counteracting Immigration Through Creating Work in Villages and Different Sectors in Rural Cooperatives
4. Addressing the dilemma of unemployment and the resulting disadvantages by accepting at least seven people in rural cooperatives.

The component of the social ideal is conformity with research (Hekmat and Omani, 2012). In a modern society, the role of entrepreneurship is beyond the economic dimension. Entrepreneurship with its functional and positive implications has been considered by many developed and developing countries as a fundamental solution to overcome many domestic crises and persistence in global competition. Due to the importance and position, entrepreneurship is referred to as the engine of the transformation of society's economy and culture. Therefore, the development of entrepreneurial culture and supporting entrepreneurs to progress and create employment is essential. In the agricultural sector, which is referred to as the development axis, paying attention to this can be effective and useful. Therefore, the results obtained from this fact indicate that the existence of social, political, legal and compliance factors of cooperative principles leads to the development of agricultural production cooperatives and, consequently, entrepreneurship in rural cooperatives (Hekmat and Omani, 2012).

8. CONCLUSION

In the current conditions of the Iranian economy, with the characteristics of unemployment, boycotts and economic inactivity, is very important to pay attention to the development of rural communities. Reinforcing and developing villages and changing production processes from traditional to industrial and creating an entrepreneurial spirit lead to employment in the agricultural sector, employment creation in the services and industry, as well as rising income and rising demand.

Therefore, the proper recognition of opportunities and the use of natural capital provides facilities that with the proper organization and management of resources in villages, We make the opportunity

from threats by utilizing creative and risky forces. In today's difficult and complex conditions, along with the rapid development of other sectors, globalization and transnational economies, together with the rapid development of other sectors, globalization and transnational economies, we discover or create new opportunities in rural societies and exploit them.

With the role of experts social consider for cooperatives, Rural Cooperative Enterprises have the ability, than from the collapse of social and cultural links are prevented.

Rural cooperative companies prevent from the collapse of social and cultural links and the deprivation of villages and distant areas from development, Without a doubt, rural cooperatives can be the source of huge economic and social changes. They bring villages from the stage of improving the social and economic structure to the developmental frontiers. Therefore, in rural communities, rural cooperatives are a good platform for entrepreneurship and entrepreneurship is one of the preconditions for the success of rural cooperatives. Identifying the components that play an essential role in the sustainable development of rural cooperatives will promote entrepreneurship and improve the quality of rural cooperatives' activities.

Therefore, the concept of rural entrepreneurship can be invented that with a new look, pervasive and endogenous has to discover and create prerogative opportunities for investment in rural cooperatives and using existing links and capital. Identifying indicators that affect the rural entrepreneurship model and promoting the development of this concept, causes the social and economic development of villages and the development of the country. Rural cooperative entrepreneurship has preconditions that include:

1. Identification of effective factors and productivity of rural cooperatives by improving the level of knowledge and ability of rural entrepreneurs with education and counseling.
2. Identify successful rural cooperatives, modeling and motivating them.
3. Review of rural entrepreneurship beliefs, values, attitudes and ideas, relying on global literature and successful international experiences.
4. Training of employees, elites and rural development enthusiasts, to take on the mission of promoting entrepreneurship in the field of rural cooperatives.
5. Identification of investment bases in villages with regard to opportunities, threats, strengths and weaknesses in rural areas with active participation of villagers through participatory methods and interaction with rural elites through the development of rural cooperatives.

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