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Organic Organizational Structure and Organizational Entrepreneurship in Agricultural Cooperatives

E. Khosravi¹, *S. Gholamrezai², M. Rahimian² and M. Akbari³

¹M.Sc. Graduated of Rural Development, University of Lorestan, Khoramabad, Iran,

²Assistant Prof., Dept., of Rural Development, University of Lorestan, Khoramabad, Iran,

³Assistant Prof., Dept., of Technological Entrepreneurship, University of Tehran, Tehran, Iran

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Abstract

Nowadays, many experts believe that the survival and duration of enterprises, especially agricultural cooperatives in the future depends on the development, improvement and promotion of organizational entrepreneurship. The development of organizational entrepreneurship in agricultural cooperatives, undoubtedly need appropriate organizational structure. Cooperation, as one of the main components of economic could prepare requirements necessary to development of organizational entrepreneurship. Nevertheless investigate the effect of organic organizational structure on organizational entrepreneurship in agricultural cooperatives is essential to promote, dynamic and improve the performance of agricultural cooperatives. So, this study has been conducted to investigate effect of organic organizational structure, demanded structure and appropriate for development of organizational entrepreneurship in agricultural cooperative. The results revealed that appropriate organizational structure in agricultural cooperatives can be effective in organizational entrepreneurship in cooperatives to improve the performance of agricultural cooperatives.

Keywords: Agricultural cooperatives, Organic organizational structure, Organizational entrepreneurship, Sustainable rural development

*Corresponding author: sgholamrezai1970@gmail.com



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Factors affecting the new product development success in the specialized agricultural companies established in the Science and Technology Park and Incubator Centers at Mazandaran province

A. Shahani¹ and *A.S. Hashemi²

¹Instructor, University of Applied Science and Technology, Mazandaran,

²Assistant Prof., University of Applied Science and Technology, Mazandaran

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Abstract

Considering the importance of competition and acceleration of market evolutions, new product development in companies and organizations is necessary. The new product development especially in the field of agriculture can lead to the more purposeful products that assure resource protection and income raise in this area. Therefore, this study was performed with the aims to identify the important factors affecting the new product development success in agricultural-based companies established in the Science and Technology Park and Incubator Centers in Mazandaran province. This study was an applied study in terms of objective, while it was descriptive-survey type in terms of data gathering and analysis method. Statistical population of this study was the authorities of 55 active agriculture specialized companies established in Science and Technology Park and Incubator Centers in Mazandaran province. The data was collected by questionnaire, and the relevant experts confirmed its validity while its reliability was confirmed using ordinal theta coefficient. Results of Friedman ranked test showed that the factors into the most effective variables including attention to customers demand, desires and requirement for design and production of the new products; determining the specified objects for the new product development; long-term vision to new product development; technical support (in terms of quality and efficiency) from new product development process; and production of non-imitable, infrequent, valuable, and irreplaceable product, respectively. The factor analysis categorized the variables into seven factors including management and planning, marketing, science and technology, product support, product-based management, investment, providing the resources, and education, which represents 76.71% of total variance of new product development success.

Keywords: New product development, Science and Technology Park, Specialized agricultural companies, Success factors

*Corresponding author: a_hashemi2004@yahoo.com



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The identification of agritourism capacity in the Jahrom city by using TOWS method

***S. Samani Ghotb-abadi¹, N. Torabi Farsani², Z. Shafiei³, M. Bazrafshan⁴ and
S.R. Ghaffari⁵**

¹M.A. Student of Tourism Management, Art University of Isfahan,

²Assistant Prof., Dept., of Tourism, Art University of Isfahan,

³Assistant Prof., Dept., of Tourism, Art University of Isfahan,

⁴Instructor, Dept., of Tourism, Higher Education of Bam,

⁵Associate Prof., Dept., of Geography, Payam Noor University of Shahin Shahr

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Abstract

Nowadays, agricultural tourism is known as a part of rural business a tool for promoting rural economy and welfare of local communities. Farmers through agriculture tourism, entertainment, agricultural activities and products can offer especial experiences of rural lifestyle and culture to tourists. This research indicated the agricultural tourism potentials of the city of Jahrom from the perspective of strategic management and strategic suggestions are presented using the TOWS matrix analysis and prioritization stems. Information needed to determine the internal and external factors of TOWS matrix collected through the idea of experts in the field of tourism and agriculture of Jahrom city and distributed among experts through a questionnaire. In the next step the questionnaire (TOWS matrix) was designed filled in the forms. The results illustrated that invasive strategy, the strategy of preserving the present situation and the strategy of development of agritourism because of well-known of the city of Jahrom as the agriculture center, tourism demand for farmlands and agritourism destinations and organic products is the best strategy to support development of agritourism in the case study. Finally, for these strategies, suitable guidelines and recommendations were presented.

Keywords: Rural tourism, Agritourism, TOWS Model

*Corresponding author: s.samani@au.ac.ir



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Introduction of Hydroponic culture as a new method in the development of agricultural entrepreneurship

***M. Vahedi Torshizi¹, M. Fathi², S. Zamani² and A. Hosseini Mighani³**

¹B.Sc. Graduated of Bio-System Mechanical Engineering, Gorgan University of Agricultural Sciences and Natural Resources, ²M.Sc. Graduated of Horticultural Sciences, Gorgan University of Agricultural Sciences and Natural Resources, ³B.Sc. of Plant Protection, Gorgan University of Agricultural Sciences and Natural Resources

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Abstract

Food supply for the growing population of the country and the need to achieve self-sufficiency in agricultural production and food security requires increase in level of agricultural production. This is requires to change in systems and methods of traditional agriculture including soil cultivation (cultivated on the farm and garden) and replaced by the new and efficient methods such as hydroponics cultures. Hydroponic despite the need to sufficient expertise and relatively high initial capital in compared with the cultivated soil, has numerous advantages such as high performance, requires low labor, no need to observe crop rotation, weed control, uniformity of plant growth, minimal water loss, lack of growing competition for water and nutrients, the possibility of applying the provision of food to suit the needs of plants, less use of chemicals and thus health of agricultural products. Other advantage of this system is the ability to run and use it in different levels such as broad levels of greenhouse as commercial and small levels of household. In indoor environments with using the unused spaces such as roofs of houses, the buildings, parking and etc can be easily produced products as organic. Considering the numerous advantages of hydroponic systems, using this method by utilization of young and specialists people, in addition to entrepreneurship and job creation, by production of valuable products help to the economic development.

Keywords: Entrepreneurship, Agriculture, Hydroponic culture, Greenhouse

*Corresponding author: mohammadvahedi4130@gmail.com



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Entrepreneurial Strategies: Conceptualization and New Definition

***K. Asadi Sisakht¹, K. Talebi¹ and S.R. Hosseini²**

¹M.Sc. of Entrepreneurship, Tehran University, ²Associate Prof., Tehran University,

³Assistant Prof., Tehran University

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Abstract

The main purpose of this study is to find a comprehensive and perspicuous definition for entrepreneurial strategies to discriminate these strategies from non-entrepreneurial ones. For this, we begin by comparing different definitions and strategies which in some cases are very obscure and ambiguous and categorize these strategies in two different categories: those that preserve entrepreneurial (Schumpeterian) rent and those which create entrepreneurial rent. Finally, we propose a new definition: entrepreneurial strategies are those actions designed and implemented to create and preserve entrepreneurial (Schumpeterian) rent. In addition, discussing 3 factors which turn entrepreneurial strategies to non-entrepreneurial ones is another part of this paper. These factors are: a decrease in demand, an increase of supply by competitors and an increase in current product costs. Finally, we analyze how entrepreneurial strategies change from Schumpeterian Shock to economic equilibrium point in proportion with entrepreneurial rent. The results of this research can help the entrepreneurship researchers to deal with the entrepreneurial strategies concept much easier than before.

Keywords: Entrepreneurial strategies, Strategic entrepreneurship, Entrepreneurial rent, Strategy

*Corresponding author: ksisakht@gmail.com



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Entrepreneurial Marketing Mechanism in Agricultural Cooperatives: Special Approach to Branding

***L. Abbasi¹, M.Sh. Sharifzadeh², Gh.H. Abdollahzadeh² and M.R. Mahboobi²**

¹M.Sc. Student, Dept., of Agricultural Extension and Education, Gorgan University of Agricultural Sciences and Natural Resources, ²Associated Prof., Dept., of Agricultural Extension and Education, Gorgan University of Agricultural Sciences and Natural Resources

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Abstract

This review study was done with aim to introduce entrepreneurial marketing in agricultural cooperatives. Based on the reviewing models and concepts, synergy and integration of marketing and entrepreneurship in cooperatives management, creativity and innovative design in marketing with an emphasis on branding introduced as main implications of entrepreneurial marketing in agricultural cooperatives includes. Therefore, branding is a main component of entrepreneurial marketing and could be the key to success of agricultural products marketing by agricultural production cooperatives. In addition, the individual entrepreneur (manager / owner) and its three-dimensional competencies namely: functional, social and general entrepreneurial competencies are influencing on entrepreneurial marketing in cooperatives. Furthermore, entrepreneurial marketing in cooperatives affected by several components, such as: organizational factors, marketing mix, market research and analysis of consumer behavior, strategic and action planning, market monitoring and evaluation. Also, training cooperative managers and promoting entrepreneurial marketing culture among cooperatives is also important.

Keywords: Entrepreneurial marketing, Agricultural cooperatives, Collective marketing, branding

*Corresponding author: Loghman.abbasi70@yahoo.com



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Value approach to business and production in agricultural sector: preparation for donation payment (Zakat)¹ safety mechanism promotion

M. Shahvali¹, P. Khalighzade² and Gh. Karami³

¹Professor, Dept., of Agricultural Extension and Education, Shiraz University,

²M.Sc. Graduate, Dept., of Agricultural Extension and Education, Shiraz University,

³Ph.D. Student, Dept., of Agricultural Extension and Education, Shiraz University

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Abstract

Agricultural business environment is extremely vulnerable to enormous and unpredictable risks. Selected different mechanisms can protect productions of this sector against risks and provide psychic security and inner relaxation for farmers of their own business. For this purpose, attention to the patterns that rose from Islamic culture for properties and life insurance is necessary. The purpose of this study was to investigate influencing of donation payment (Zakat) security mechanism performance on the job and life satisfaction from Preparation Extension Approach (PEA) perspective According to the Islamic-Iranian model of progress, which was done by using a descriptive – correlation method and a survey technique. The statistical population was included Fars Province's wheat producers that 196 of them were selected by Morgan's Table and using proportional stratified random sampling method. Collecting data instrument was questionnaire that was validated by a group of experts and its reliability was calculated by using Cronbach Alpha's Coefficient ($\alpha=0.72-0.86$). The results showed that there is significant and positive relationship between the "attitudes toward Zakat safety mechanism" and "job and life satisfaction". Also, average attitude toward Zakat safety mechanism in very developed and developed areas is more than less developed and deprived area. Finally, PEA explains how to promote Zakat safety mechanism among farmers to lead to more wheat producers' job and life satisfaction in the framework of Islamic lifestyle in Fars province.

Keywords: Donation payment (Zakat), Agricultural business, Job and life satisfaction, Preparation Approach (PA)

1. Zakat that which purifies, also Zakat al-mal, zakat on wealth or Zakah is a form of alms- giving treated in Islam as a religious obligation or tax, which, by Quranic ranking, is next after prayer (*salat*) in importance. As one of the five pillars of Islam, for all Muslims who meet the necessary criteria of wealth. The payment and disputes on zakat have played a major role in the history of Islam. Zakat is based on income and the value of all of one's possessions. It is customarily 2.5% (or 1/40th) of a Muslim's total savings and wealth above a minimum amount known as *nisab*, but Islamic scholars differ on how much *nisab* is and other aspects of zakat. The collected amount is paid first to zakat collectors, and then to poor Muslims, to new converts to Islam, to Islamic clergy and others.

*Corresponding author: Shahvali@shirazu.ac.ir

