عنوان مقاله:

Identifying and ranking factors affecting entrepreneurship success in palm industry

نویسندگان:

n mina - *Corresponding author; Department of Management, Science and Research Branch, Islamic Azad University, Sistan and Baluchestan, Zahedan, Iran.Department of Management, Science and Research Branch, Islamic Azad University, Sistan and Baluchestan, Zahedan, Ir*

s habobollah. - *Faculty of Management, University of Sistan and Baluchestan, Zahedan, Iran*

h ebrahim. - *Department of Management, Islamic Azad University, Zahedan, Iran*

خلاصه مقاله:

Influencing physical environment and valued-entrepreneurship effects on community; it reduces unemployment by creating value; it also leads the society to employment and production rather than consumption. This study aimed to identify and rank factors affecting entrepreneurship success in palm industry in Saravan. After reviewing literatures as well as doing interviews, a questionnaire with 66 items was developed by the researcher. Using snowball sampling method, 106 executives and experts related to palm industry in Saravan were selected and questionnaires were distributed among them .Data were analyzed using exploratory and confirmatory factor analysis methods. Results showed that six factors affect entrepreneurship success in palm industry in Saravan. Marketing with the scale of 0.89 had the greatest impact

کلمات کلیدی:

Entrepreneurship success , Palm industry , Exploratory factor analysis , Confirmatory factor analysis , Marketing

لینک ثابت مقاله در پایگاه سیویلیکا:

https://civilica.com/doc/406144