Job Statuses of Agrirural Workers on Their Entrepreneurial Alertness

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Abstract

This study examined the entrepreneurial alertness (EA) of agrirural workers in Taiwan, analysing how the workers' job content, position, and demographic variables influenced their EA. The results indicated that four-factor solutions provided the optimal factor structure: scanning (Factor 1), searching (Factor 2), association and connection (Factor 3), and evaluation and judgment (Factor 4). The results also indicated that only 'marketing' and 'finance and accounting' significantly influenced the EA construct of searching. Age negatively influenced the EA constructs of scanning, association and connection, and evaluation and judgment. Annual income negatively influenced the constructs of scanning, searching, and association and connection. Tenure in agriculture positively influenced the scanning construct. In addition, entry-level employees outperformed high-level managers in scanning. These employees also outperformed mid- and high-level managers in the EA construct of association and connection. The mid-level managers outperformed those who operated an inherited agribusiness in association and connection.

Keywords: Agriculture entrepreneurship; Agrirural workers; Entrepreneurial alertness; Job content; Job position; Tenure

1. Introduction

Agrirural areas in North America have gradually diversified since the 1980s because of the global economic recession, employment rate decreases, and declining agricultural dependence (Flora & Flora, 1990). Similar conditions have been observed in Asian regions, particularly in Taiwan (Hsu, Peng, Wang, &Liang, 2014). Although agriculture is the basis of socioeconomic development, it is no longer the primary actuator of the national economy among the excessive number of fast-changing issues that currently hold international attention (Estahbanaty, 2013). However, in response to various agricultural development problems (e.g., drastic climate change, natural resource limitations, a high degree of liberalisation, produce instability, and insufficient distribution channels), governments worldwide, including the government of Taiwan, have formulated relevant policies to aid in restructuring and up scaling agricultural industry (Council of Agriculture, 2013; Wang, Chang, Yao, &Liang, 2015). Based on this trend, Estahbanaty (2013) suggested that guidance must be provided for agrirural entrepreneurship.

However, entrepreneurship is not a quality that agrirural workers widely possess (Khan, Khan, Ahmed, & Ali, 2012). Among the various skills of a successful entrepreneur, accurately identifying and selecting potential opportunities have been identified as essential. Shane (2005) supported that uncovering and interpreting these opportunities is one of the most crucial aspects of the process of entrepreneurial development. Particularly at the initial stage of entrepreneurship, which is the stage that exhibits the highest failure rate, entrepreneurs are challenged with chaotic and unclear market conditions. They may also encounter impediments at any time, leading to failure.

This concept of entrepreneurial alertness (EA) was first introduced by Kirzner (1973), who defined it as 'the ability to recognise opportunities that have yet to be discovered or have been neglected by the market' and 'the motivation or intent to envision and formulate methods to aid future development'. Gaglio and Katz (2001) argued that the theoretical concepts of EA could be elaborated by considering 'time' and 'uncertainty' in long-term markets. In other words, entrepreneurs exhibit a clearer understanding of real-world market environments, perceive the implications of information more accurately, and deduce potential future outcomes more accurately when compared with other market activists, which implies that an agribusiness entrepreneur's experiences (e.g., such as tenure, level of responsibility, and hierarchical position) greatly influence EA. Improving agribusiness entrepreneurship has become a new agenda worldwide because of ongoing discussions involving government support and promotion, sociocultural trends, and economic capital injection. However, academic research focusing on EA in Taiwan is scant. Because EA is the core of entrepreneurial development, we examined the EA of agrirural workers in Taiwan and analysed how the workers' job content, position, and demographic variables influenced their EA.

2. Literature Review

2.1 Agrirural Entrepreneurship

In response to a shifting world economy, numerous U.S. rural communities have become more entrepreneurship-oriented, thus exhibitinga healthy acceptance of controversy, a degree of economic surplus to allow for risk-taking, and a willingness on the part of the community to tax itself to maintain infrastructures (Flora & Flora, 1990). Promoting entrepreneurial development in rural Sicily, specifically the production of red wine to create income and job opportunities, substantially improved the agriculture and food industries in Italy (Tudisca, Trapani, Donia, Sgroi, & Testa, 2014). Entrepreneurship in many situations facilitates stabilising rural communities, a phenomenon also being witnessed in Taiwan (comprising small farms with limited production potential). Recently, the Taiwanese government has introduced various policies, such as 'Big Tenant-Farmers, Small Landlord, 'to promote diversifying agriculture (Council of Agriculture, 2013). These nonconventional operations require appropriately developed entrepreneurial capacity to optimise rural resources.

Rural areas possess many unique resources. Agrirural workers can benefit from opportunities to use the advantages of rural areas, such as using local knowledge and experience to explore innovations, evaluate the latest economic developments and market opportunities, and create new value for rural areas (Sareban, 2012). Estahbanaty (2013) held that agrirural entrepreneurs can benefit from creative problem-solving approaches such as employing rapidly developing technologies or engaging in global distribution and multinational operations to convert rural risks and environmental constraints into market opportunities. Estahbanaty suggested that agrirural entrepreneurs can explore and exploit opportunities by considering the basic characteristics of rural areas when engaging in relevant activities, such as reinforcing natural resources used in agriculture, creating no agriculture employment opportunities, and understanding local agricultural and non-agricultural products.

2.2 Entrepreneurial Alertness

In recent years, the progressive escalation of global market competition and the gradual expedition of product life cycles have highlighted the relevance of rapid market response and sustained innovation, which have consequently become crucial factors for agribusiness survival. Although vigorous entrepreneurial activities benefit the rural economy in numerous ways, they are also extremely risky, ambiguous, and prone to failure. Therefore, how entrepreneurs identify opportunities in complex and fast-changing environments and how they engage in entrepreneurial efforts have inevitably become crucial challenges. EA concepts can be used to explain why certain people exhibit an increased sensitivity to and are able to recognise business opportunities. In other words, EA can be deemed a unique ability of entrepreneurs, enabling them to discover opportunities in the market that have not yet been exploited by others (Tang, Kacmar, & Busenitz, 2012). Previous studies have characterised EA as an antecedent for recognising opportunities and have argued that EA plays an essential role in opportunity recognition; thus, exploring the factors that influence EA is crucial for entrepreneurial development (Tang et al., 2012). Baron (2006) contended that prior knowledge exerts a key influence on EA. Similarly, Ozgen and Baron (2007) indicated that information obtained through social sources (e.g., information acquisition channels) aids in elevating EA and recognising entrepreneurial opportunities. Such recognition is not coincidental but is an ability that entrepreneurs should develop, which can aid them in forming and actuating future prospects to be used in exploiting the recognised opportunities (Tang, Tang, & Lohrke, 2008).

Gaglio and Katz (2001) indicated that EA is the individual ability to recognise opportunities rather than to collect specific information. According to Gaglio and Katz, EA can be divided into two dimensions: perception ability and interpretation ability. Perception ability refers to individuals' ability to recognise and comprehend market information. This ability aids individuals in perceiving the disproportionate state of the market and enhances their accuracy in interpreting and comprehending market information. Tang et al. (2012) characterised perception ability as the capacity to scan and search. By contrast, interpretation ability refers to individuals' ability to interpret, compile, and analyse information and formulate new views and opinions. Therefore, interpretations form individuals' cognitive patterns, which are used to interpret events. Tang et al. (2012) characterised interpretation ability as the capacity to connect and judge. McMullen and Shepherd (2006) determined EA to comprise three distinct dimensions: 'scanning and searching', 'association and connection', and 'evaluation and judgment'. These dimensions were further developed as a research tool by Tang et al. (2012).

The dimension of scanning and searching enables entrepreneurs to think logically and unconventionally, aiding them in establishing personal information databases and expanding their base of personal knowledge (Shepherd & DeTienne, 2005). The knowledge acquired through scanning and searching can be divided into implicit and explicit information. Implicit knowledge refers to experience in specific fields, whereas explicit knowledge refers to knowledge gained from external information. Accumulating and integrating implicit and explicit knowledge translates into an entrepreneur's ability to adapt to new situations (Dimov & Shepherd, 2005). When entrepreneurs encounter a tangible problem that cannot be resolved using existing organisational systems or strategic deployments, they engage in a scanning and searching process in an attempt to identify possible resolutions. The ability to scan and search is the foundation of individual cognitive development and reflects personal experience and knowledge. In addition, this ability is the basis on which individuals absorb and digest external information. Accumulated experiences also represent the knowledge and information stored by an individual, which can be encapsulated within a specific field and used to benefit from lucrative business opportunities (McMullen & Shepherd, 2006).

The dimension of association and connection enables entrepreneurs to process new information and unusual developments discovered through scanning and searching. Associating enables entrepreneurs to formulate options and make unique connections. Lumpkin and Lichtenstein (2005) indicated that entrepreneurs typically realise the potential of their observations by eliminating interference and concentrating on information details. Reflecting on certain information, entrepreneurs compare their experiences with expectations (Alvarez & Busenitz, 2001). If the information is purposively manipulated (i.e., the information is incomplete or biased as a result of incorrect information or partial omission), association and connection enable entrepreneurs to adjust their current thinking, adapting to the mismatched information sources and establishing a complete cognitive framework (Gaglio & Katz, 2001). Furthermore, entrepreneurs may spontaneously associate irrelevant information with each other by decomposing properties and forming new connections. When such connections are made, entrepreneurs rescan and re-search relevant information within the environment to verify the feasibility of these new connections (Lumpkin & Lichtenstein, 2005).

The dimension of evaluation and judgment enables entrepreneurs to assess their willingness to bear the risk and uncertainty of exploitingan entrepreneurial opportunity (McMullen & Shepherd, 2006). After the processes of scanning, searching, associating, and connecting, entrepreneurs evaluate and judge the gained information pairs to ensure that their newly formulated ideas correspond to their current cognitive framework (Baron, 2006). The extent of EA evaluation and judgment allows entrepreneurs to discard unimportant messages and enhance their situational awareness. Entrepreneurs may also be required to evaluate, adjust, or reconsider relevant substitutes when scanning and searching for additional insights because additional information can aid them in formulating accurate evaluations and judgments that may potentially lead to new business ideas. To achieve this, entrepreneurs must associate and connect, rearranging information in chronological order, prior to scanning and searching. As information repeatedly disappears and reappears, information that reappears most frequently may be more useful in evaluation and judgment a framework that adequately explains and matches the new concept, thus uncovering a business opportunity (Dutta & Crossan, 2005).

3. Method

The EA assessment scale proposed by Tang et al. (2012) was adopted in the current study. The face validity examination was performed by five experts from agribusiness, government, and academia.

The revised questionnaire, the items of which were scored using a 6-point Likert-type scale ranging from 1 (*strongly disagree*) to 6 (*strongly agree*), was pilot tested by 35 students of the Taiwan District Agricultural Research and Extension Station. Based on the satisfactory results of the pilot study, the 20-item questionnaire was then administered to students enrolled at the Farmer's Academy in Taiwan to elucidate the EA of agrirural workers in Taiwan. The Farmers' Academy was established in 2011 to raise the competitiveness of Taiwan's agricultural workforce and provides systematic training and life-long learning opportunities for farmers and young people interested in farming. The Academy has designed advanced courses for enhancing farmers' management capacity and cultivating agricultural entrepreneurship.

A total of 413 completed questionnaires were recovered, with 404 valid questionnaires remaining once incomplete questionnaires were eliminated. Of the respondents, 55% were men. Regarding age, 35.4% of the respondents were between 41 and 50 years old, 25.9% were between 31 and 40, and 19.3% were between 51 and 60. Of the respondents, 47.2% had completed undergraduate education, and 35.8% had completed graduate education. Regarding income, 67.4% of the respondents received an annual income over NT$500,000, and 32.6% received equal to or less than NT$500,000. Regarding years of agricultural experience, 39.2% of the respondents had just entered the agricultural industry and had yet to begin relevant work, 24.7% possessed 1 to 5 years of experience in the industry, and 21.12% possessed 10 years or more. Regarding employment status, 30.1% of the respondents served in entry-level positions, 23.7% served in mid-level management positions, 13.6% served in executive positions, and 4.7% worked part-time in the agricultural industry.

The questionnaires were administered to the respondents through Academy training sessions. The paper-and-pencil survey was administered during five training sessions at the Academy from 15 November to 25 December, 2014. Identical procedures were followed during each assessment. Furthermore, the assessments were conducted by the researchers. Consequently, any problems faced by the respondents when answering the questions could be resolved. The questions in this study did not include sensitive items that may have caused the respondents to represent themselves dishonestly because of a desire for social acceptability. In addition, participation was voluntary, confidential, and anonymous to reduce the possibility of social desirability bias. Respondents had the right to review their questionnaire results. Consequently, 413 completed questionnaires were collected,with 404 valid questionnaires remaining once incomplete questionnaires were eliminated.

4. Analysis

SPSS Version 2.0 statistical software was used to conduct the statistical analysis. Principal axis factoring (PAF) and a promax rotation were applied to the analysis for determining the dimensionality of the EA scale. Based on the proven criteria (Tabachnick & Fidell, 2001),four-factor solutions (eigenvalues greater than 1), explaining 65.051% of the variance, provided the optimal factor structure statistically. Based on item relevance, Factor 1 was named 'scanning', Factor 2 was named 'searching', Factor 3 was named 'association and connection', and Factor 4 was named 'evaluation and judgment'. The correlation coefficients among three factors ranged from 0.857 to 0.952. The high value of explained variables and internal consistency showed that the developed scale had appropriate validity and reliability estimates. The results of the M, SD, and PAF values of Study 1 are listed in Table 1.

Table 1: PAF Loading, M, and SD Values of the EA scale (*N* = 404)

Factor/item	*M*	*SD*	PAF
Scanning	5.00		
1. I am able to obtain information by frequently interacting with others.	5.08	.76	.814
2. When searching for new information, I also look for new business ideas.	5.13	.79	.797
3. I regularly read newspapers, magazines, and business publications to acquire the latest information.	4.80	.99	.649
Searching	4.73		
4. I surf the Internet every day in search of information.	4.93	.94	.686
5. I am a habitual information seeker.	4.57	1.08	.824
6. I have always been an active searcher of new information.	4.69	.93	.603
Association and connection	4.37		
7. I often combine current labour, materials, and products to formulate new ideas.	4.35	.83	.548
8. I often find new associations and connections in scattered information.	4.35	.92	.542
9. I often think of new solutions after observing the problems of clients.	4.33	.93	.358
10. I always think outside the box.	4.64	.86	.698
11. I am able to find connections in seemingly unrelated information.	4.28	.97	.959
12. I am good at finding commonalities between seemingly unrelated things.	4.35	.92	.967
13. I am able to connect unrelated information to form meaningful ideas.	4.30	.95	.907
Evaluation and judgment	4.24		
14. Uncovering potential opportunities comes naturally to me.	4.39	.95	.429
15. I am particularly attentive to profitable opportunities.	4.31	1.10	.561
16. I can distinguish between profitable and unprofitable opportunities.	4.23	1.05	.955
17. I have an extraordinary ability to identify profitable opportunities.	4.24	.98	.980
18. I have mastered the ability of recognising highly profitable opportunities.	4.56	.82	.990
19. I am good at excluding or barring unimportant information when judging opportunities.	3.99	1.08	.821
20. I have the ability of selecting the optimal opportunity from different opportunities.	3.93	1.09	.725

We divided job content into several categories: production, marketing, human resources management, research and development, finance and accounting, information management, and general administration. The respondents were instructed to score each category from 1 to 10points based on their level of work responsibility in the past 2 years. The overall score for all of the categories was 10. Regression analysis was conducted to analyse how the job content of the respondents influenced their EA. The results showed that only 'marketing' and 'finance and accounting' significantly influenced the EA construct of searching (Table 2). Additional regression analyses were conducted to analyse how the demographic variables influenced the respondents' EA levels. The demographic variables in this study included age, annual income, and tenure in agriculture. The results showed that age negatively influenced the EA constructs of scanning, association and connection, and evaluation and judgment. Annual income negatively influenced the constructs of scanning, searching, and association and connection. In addition, tenure in agriculture positively influenced the scanning construct (Table 3). Analysis of variance (ANOVA) results indicated that various job positions affected the EA of the agrirural workers differently. The results indicated that entry-level employees outperformed high-level managers in the scanning construct. These employees also outperformed mid- and high-level managers in the EA construct of association and connection. In addition, the mid-level managers outperformed those who operated an inherited agribusiness in the association and connection construct. Regarding the evaluation and judgment construct, the data showed that both the entry-level employees and the mid-level managers outperformed self-employed workers (Table 4).

Table 2: Summary of Multiple Regression Analysis for the Effect of Job Content on EA (*N* = 404)

EA Job content	Scanning			Searching			Association and connection			Evaluation and judgment		
	Beta	*t*	*p*	Beta	*t*	*p*	Beta	*t*	*p*	Beta	*t*	*p*
Production	.075	1.706	.189	.084	.986	.141	.076	1.095	.186	-.005	-.021	.934
Marketing	-.075	-.088	.183	-.254	-3.503	**.000**	-.017	-.458	.760	-.036	-1.408	.521
HRM	.023	-.726	.694	.076	2.114	.200	.100	.890	.093	.505	1.121	.395
R&D	.023	-.321	.685	.-033	-.852	.567	-.085	-1.412	.139	.072	-.542	.574
F&A	-.078	-1.305	.192	.023	-3.080	**.003**	.023	-.042	.702	.002	-.555	.972
IM	-.010	.893	.864	.051	.915	.338	.051	.135	.380	.006	-.321	.911
GA	.058	1.836	.299	.074	-.081	.623	.074	.815	.187	.041	-.349	.470
R^2	.035			.094			.021			.013		
F	1.243			3.577			.752			.458		
P	.280			**.001**			.628			.864		

Notes:
1. *p< .05; **p< .01; ***p< .001
2. HRM, human resources management; R&D, research and development; F&A, finance and accounting; IM, information management; and GA, general administration.

Table 3: Summary of Multiple Regression Analysis for the Effect of Demographic Variables on EA (*N* = 404)

EA Demographic variables	Scanning			Searching			Association and connection			Evaluation and judgment		
	Beta	*t*	*p*	Beta	*t*	*p*	Beta	*t*	*p*	Beta	*t*	*p*
Age	-.250	-4.549	**.000**	.100	1.726	.085	-.177	-3.094	**.002**	-.177	-3.036	**.003**
Income	-.234	-4.661	**.000**	-.215	-4.086	**.000**	-.154	-2.945	**.003**	-.029	-.546	.586
Tenure	.166	3.254	**.001**	.112	2.096	.037	.080	1.492	.137	.012	.219	.826
R^2		.139			.049			.061			.027	
F		22.655			7.964			9.690			4.757	
p		**.000**			**.000**			**.000**			**.003**	

Notes:
1. *p< .05; **p< .01; ***p< .001
2. Income refers to annual income.

Table 4: Summary of ANOVA for the Effect of Different Positions on EA (*N* = 404)

	Sum of squares	df	Mean square	F	*p*	Scheffe's test
Scanning						
Between groups	117.555	6	19.592	5.375	**.000**	Entry-level employees > High-level managers
Within groups	1447.070	397	3.645			
Total	1564.624	403				
Association and connection						
Between groups	890.471	6	148.412	7.919	**.000**	Entry-level employees >Mid-level managers
Within groups	7440.067	397	18.741			Entry-level employees >High-level managers
Total	8330.539	403				Mid-level managers > Operators of inherited agribusinesses
Evaluation and judgment						
Between groups	1296.283	6	216.047	8.568	**.000**	Entry-level employees > Self-employed workers
Within groups	10011.165	397	25.217			Mid-level managers > Self-employed workers
Total	11307.448	403				

*p< .05; **p< .01; ***p< .001

5. Discussion

5.1 Demographics Analysis

In the present study, most of the 404 valid respondents were less than 50 years old, were highly educated, exhibited a middle socioeconomic level, had worked in agriculture less than 5 years, and served in entry-level or middle management positions.

A high percentage of the respondents did not possess extensive agricultural experience but were interested in farming, highlighting an increasing number of young people beginning to devote themselves to agriculture. Moreover, an increase in the education level of the agricultural population was observed in this study.

5.2 Factor Analysis

Unlike the three factors proposed by Tang et al. (2012), the current study determined four stable factors comprising the EA of agrirural workers: scanning, searching, association and connection, and evaluation and judgment. The difference in factors possibly resulted from differences in the domain and cultural context of the studies. The first 3 questionnaire items of the scanning and searching constructs focused on interpersonal interactions (e.g., frequently interacting with others to acquire information) and daily habits (e.g., regularly reading newspapers, magazines, and business publications), whereas the remaining3 items focused on eagerness (e.g., browsing the Internet every day, habitually seeking information, actively searching for information). Among the studied agrirural workers, these foci were perceived to be different types of behaviour or attitude.

5.3 Effect of Job Content

The results showed that the function of marketing negatively influenced the EA construct of searching. This outcome may result from Taiwanese agriculture being a highly mature industry in which marketing practices seldom change and from agricultural marketers typically performing tasks that focus on analysing and interpreting rather than searching for market information. In addition, the function of finance and accounting positively influenced the searching construct. This outcome may result from financial managers needing to plan and control financial capital, thus rendering them more eager and sensitive to searching market information than those employed in other job contents. This result implies that an agriculture-based entrepreneurial team should invite financial personnel to participate in the task of searching for and identifying opportunities.

5.4 Effect of Demographic Variables

Three demographic variables (i.e., age, annual income, and tenure in agriculture) were examined to determine their effects on the EA of the respondents. The results showed that age negatively influenced the EA constructs of scanning, association and connection, and evaluation and judgment, indicating that the EA of younger generations was stronger than that of older generations. This result also implied that younger generations are more sensitive to agrimarketing than older generations are. Annual income negatively influenced the constructs of scanning, searching, and association and connection, which likely resulted from those of low economic levels being increasingly adaptable to market opportunities. Furthermore, tenure in agriculture positively influenced the scanning construct, indicating that a longer period of engagement in agriculture is accompanied by more effective scanning and filtering of business ideas. These three sets of results indicated that age, economic status, and agrirural experience should be considered when forming an agribusiness start-up team.

5.5 Differences among Different Job Positions

The effects of differences in the job positions on the respondents' EA were analysed using an ANOVA, revealing that entry-level employees outperformed high-level managers in the scanning construct, mid- and high-level managers in the association and connection construct, and self-employed workers in the evaluation and judgment construct. Generally, agribusiness managers and self-employed workers may not have much time to scan, evaluate, and connect information because Taiwanese agriculture comprises small-scale farming. This reality may mislead entry-level employees to believe that they are competent at information scanning and connecting, thus revealing a possible survey error. However, these results can be explained by the fact that most of the entry-level employees were from younger generations with lower economic statuses who possessed higher levels of EA than the agribusiness managers and self-employed workers. Furthermore, the mid-level managers outperformed the operators of inherited agribusinesses in the association and connection construct and self-employed workers in the evaluation and judgment construct, which likely resulted from the operators of inherited agribusinesses and self-employed workers being limited totraditional practices and not generating innovative outcomes by creatively associating and judging diverse market information.

5.6 Research Limitations

Although this study contributes to the relevant literature, it has a few limitations. First, only students who attended the Farmer's Academy in Taiwan from November to December 2014 were studied. The limited subject scope and investigation period may cause inevitable bias.

Additional subjects and an extended survey period should be considered in future studies to expand the generalisability of the findings. Second, the perspectives of external organisations, such as farmers' associations and cross-industrial coordination companies, were not investigated in this study. Future study should consider the different effects of internal and external perceptions regarding agrirural EA. Third, the self-reported questionnaire, which was used for empirical validity and to simplify the survey administration process, may have caused common method bias. However, the study questionnaire contained no sensitive questions, and its consistency with previous studies supports the measures. This study adopted simple measures, carefully selected instruments, and offered necessary feedback after the survey to reduce such bias and to minimise this limitation.

6. Conclusion

Because of the global economic recession, employment rates and agricultural dependence have gradually declined. Although agriculture is unlikely to become the primary actuator of world economic development, it remains the basis of socioeconomic development. Therefore, governments worldwide are actively formulating relevant policies to aid in the restructuring and up scaling of their agricultural industries, in addition to providing essential guidance in agricultural entrepreneurship for diversifying rural regions. However, entrepreneurialism is not a quality that is widely possessed. Uncovering and interpreting opportunities are the most crucial aspects of the entrepreneurial development process. Thus, the discovery and recognition of EA are the first steps to successful entrepreneurship.

The results obtained in the present study show that people's interest in agriculture is increasing. In the past, only people who had practical agricultural experience and who had invested considerable time in agriculture attended the Farmer's Academy in Taiwan. A third of the students currently enrolled in the Academy are completely inexperienced in agriculture. Notably, the younger agrirural workers exhibited increased EA, highlighting their entrepreneurial intentions. The increasingly diversified development of the agricultural industry and rural regions is an opportunity for young entrepreneurs. The authors of the present study believe that, if the government can create a business-friendly platform through which to provide relevant guidance measures and resources, the positive development of rural regions, the agricultural industry, and young people in Taiwan can be ensured.

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