

Factors Affecting the Motivation of Rural Youth for Recruiting and Adoption in Middle Education Training and Agricultural Knowledge in Guilan Province

Seyyede Asieh Shams Mirmahaleh*,

The purpose of this study was to investigate the factors affecting the motivation of rural youth to absorb and admit to moderate education and agricultural knowledge in Guilan province. The statistical population of the study is rural youth of Guilan province, who intend to enter the schools of work and knowledge, which have been studying in Gilan province in the academic year of 1996-96 and reach 249 people. After determining the sample size and distributing the questionnaires, 218 questionnaires were collected. The sampling method is a random-stratified random sampling method. In order to investigate the validity and reliability of questionnaires, the opinions of the respected professors and Cronbach's alpha were used. Data were analyzed by SPSS and PLS software. The results of data analysis showed that improvement of employment, improvement of living standards and self-efficacy have a positive and direct relationship with the recruitment and acceptance of rural youth in Guilan province in the middle education and agricultural knowledge. On the other hand, these results indicated that the productivity of production and income, social status and entrepreneurial ideas had no effect on the attraction and acceptance of rural youth in Guilan province in the medium-term education and agricultural knowledge. Finally, the result of the main hypothesis of the research showed that the motivational factors have a positive relationship with the recruitment and acceptance of rural youth in Guilan province in the middle training of agricultural work and knowledge and the path coefficient of this relationship is equal to the total coefficient of the path of the relationship between the components of motivational factors on absorption And the admission of the youth, which is equal to 1/054.

Keywords : Recruitment and Recruitment, Improvement of Employment, Improvement of Lifestyle, Self-efficacy, Productivity and Income Productivity, Social Situation, Entrepreneurial Ideas

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