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Effects Of Motivation Levels On Employment, Entrepreneurship, And Economic Activities In The Agricultural Sector Of Hamadan Province

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Abstract

This article evaluates the correlation between motivation, employment, entrepreneurship, and economic activities in the agricultural sector of Hamadan province. Based on the findings presented in the table, the analysis shows the Pearson correlation coefficient and a significant level for each variable along with the sample size. The findings show a correlation between motivation and other variables that is 0.152 for Pearson correlation which refers to a weak but significant between motivation and the employment variable. There is also a moderate and significant correlation 0.236 between motivation and the entrepreneurship variable. In addition, there is a weak but significant correlation 0.08 between motivation and economic activities. Overall, the results suggest relatively moderate to weak correlations between motivation and entrepreneurship, employment, and economic activities. The analysis of these correlations can provide insight into the patterns and relationships between these variables in the agricultural sector of Hamadan province. The research sample included 384 participants.

Keywords: *motivation, employment, entrepreneurship, economic activities, agricultural sector, Hamadan province*

Introduction

The agricultural sector plays a vital role in the economy of Hamadan province and contributes to employment, entrepreneurship, and economic activities on the whole. Motivation levels among people involved in agriculture affect their participation in agricultural practices, entrepreneurship, and economic activities significantly. It is necessary to understand motivating factors in the agricultural sector to increase productivity, promote sustainable agricultural practices, and enhance economic development in Hamadan province (Ataei, Ghadermarzi, Karimi, & Norouzi, 2021).

This research aimed to evaluate the level of motivation and its effect on employment, entrepreneurship, and economic activities in the agricultural sector of Hamadan province. This study

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focuses on the factors affecting motivation and their interrelationships to provide insight into the dynamics of the agricultural sector and identify potential contexts for improvement.

Located in the west of Iran, Hamadan province is known for its agricultural potential and rich natural resources. The agricultural sector of the province includes various activities such as crop cultivation, animal husbandry, and processing of agricultural products. Agriculture contributes dramatically to the economy of this province, provides job opportunities, and helps to production of food and raw materials (Seyedan & Ghadami Firouzabadi, 2019).

Like many other regions, however, the agricultural sector in Hamadan faces challenges such as low productivity, limited technological advances, and inadequate market access. These challenges have reduced motivation among people involved in agriculture, thus affect their participation in production activities, and prevent entrepreneurial initiatives. Therefore, it is crucial to investigate the motivation level of people in the agricultural sector and to identify factors affecting their participation in employment, entrepreneurship, and economic activities (Zare, Sammimi, & Khorasani, 2010).

Understanding the level of motivation and its impact on employment, entrepreneurship, and economic activities in the agricultural sector of Hamadan province is associated with important implications for policymaking, resource allocation, and development strategies. Identifying motivational factors would help policymakers and stakeholders to design targeted interventions to increase motivation levels and promote sustainable agricultural practices.

Additionally, this study can contribute to the existing literature on agricultural economics, entrepreneurship, and rural development. It also can provide insights into the specific context of Hamadan province, and enrich the knowledge base about factors affecting motivation and its impact on employment and economic activities in the agricultural sector (Khorami, 2017).

This research mainly aims to investigate people's motivation levels in the agricultural sector of Hamadan province and evaluate its effect on employment, entrepreneurship, and economic activities. To achieve this goal, the study seeks the following specific objectives:

- Evaluation of the motivation of farmers, agricultural workers, and entrepreneurs in the agricultural sector of Hamadan province.
- Identification of factors affecting motivation in the agricultural sector, including individual, sociocultural, and economic factors.
- Analysis of the relationship between motivation and participation in employment, entrepreneurship, and economic activities.
- Examination of challenges and opportunities to increase motivation and promote sustainable agricultural practices in Hamadan province.

A mixed approach will be used to achieve the research objectives. Initially, quantitative data will be collected through a survey conducted on a representative sample of farmers, agricultural workers, and entrepreneurs in the agricultural sector of Hamadan province. The survey will include questions related to motivation, employment status, entrepreneurial activities, and socioeconomic features (Yadegari Taheri, Vakil Alroaia, Faezi Razi, & Heydariyeh, 2022).

After the quantitative phase, qualitative data will be collected through interviews and concentrated group discussions with key stakeholders, including farmers, agricultural experts, policymakers, and representatives of agricultural associations. The qualitative phase represents an in-depth insight into factors influencing motivation and the challenges and opportunities related to employment and entrepreneurship in the agricultural sector.

The findings of this research will expectedly elucidate the level of motivation and its impact on employment, entrepreneurship, and economic activities in the agricultural sector of Hamadan province. This research will provide empirical evidence concerning motivation-affecting factors and their interrelationships, which will contribute to existing knowledge on agricultural economics and rural development.

The present study can result in policy interventions aiming at increasing the level of motivation, promoting sustainable agricultural practices, and encouraging economic development in Hamadan province. By addressing the challenges and investing in the opportunities identified through this research, policymakers can create a favorable environment for increasing participation in employment, entrepreneurship, and economic activities in the agricultural sector.
Finally, it is essential to understand the level of motivation and its impact on employment, entrepreneurship, and economic activities in the agricultural sector of Hamadan province for sustainable agricultural development and economic growth. This research examines motivation-influencing factors and their impacts on agricultural participation to provide valuable insights that can help policymaking and enhance the flourishing agricultural sector in Hamadan province.

Theoretical Framework

Theoretical frameworks provide a conceptual basis to understand and analyze research topics. In the context of evaluating the level of motivation and its effect on employment, entrepreneurship, and economic activities in the agricultural sector of Hamadan province, several related theories and concepts can serve as a guide for research. This theoretical framework aims to pave the ground for understanding motivational factors and their impacts on agricultural participation, relying on the theories of agricultural economics, motivation, entrepreneurship, and rural development (Kivunja, 2018).

Agricultural Economics

Agricultural economics theory presents insights into the economic aspects of agricultural activities and their relationships to motivation and participation. The agricultural production and resource allocation theory can explain how incentives, costs, and yields affect farmers' decisions to participate in agricultural and entrepreneurial activities. The concept of the agricultural value chain can clarify the role of market opportunities, price incentives, and value-added activities in people's motivation to participate in the agricultural sector (Mohtaram & Reza, 2018).

Motivation Theory

This theory creates a framework for understanding psychological factors that guide people's behavior and participation. Self-determination theory indicates that people are motivated by their internal needs for independence, competence, and communication. This theory can be applied to explore the fact that how farmers' sense of independence and competence affect their motivation to participate in agricultural activities and entrepreneurial initiatives. Expectancy theory emphasizes the importance of people's beliefs about their efforts that lead to desirable outcomes, which can be used to understand how farmers' expectations of economic rewards and success affect their motivation (Bazrafkan et al., 2022; Salehi, 2021).

Entrepreneurship theory

This theory provides insights into factors driving entrepreneurial activities and their impact on economic development. The resource-based viewpoint of entrepreneurship emphasizes the role of individual characteristics, including motivation, in the identification and exploitation of entrepreneurial opportunities. This theory can provide a lens that can be used to examine the motivations behind agricultural entrepreneurship and economic activities initiated by farmers. The concept of entrepreneurial ecosystems can clarify the underlying factors that enable or hamper entrepreneurial participation in the agricultural sector of Hamadan province (Alsos, Carter, & Ljunggren, 2011; Sadeghi Ordoubadi, Mohammadkazemi, & Hosseininia, 2023).

Rural development theory

This theory focuses on understanding the dynamics of rural areas, including the agricultural sector, and identifying strategies to promote sustainable development. The sustainable livelihood framework

can provide a comprehensive perspective of rural development through emphasizing the multidimensional nature of livelihoods and the role of motivation in shaping livelihood strategies. This framework can be utilized to explore the impact of motivation on farmers' choices and decision-making processes concerning agricultural employment, entrepreneurship, and economic activities (Green & Zinda, 2013; Karami & Rezaei Moghaddam, 2020).

Social capital theory

This theory highlights the importance of social relationships, networks, and trust in facilitating economic activities and entrepreneurial initiatives. This theory can be used to investigate the influence of social networks, such as farmer associations, cooperatives, and social relations, on farmers' motivation to participate in agricultural and entrepreneurial activities. Understanding the social capital aspects in the agricultural sector of Hamadan province can provide insight into the mechanisms for the promotion and maintenance of motivation (Asadollahpour Kotenai & Khavari, 2020; Zugravu-Soilita, Kafrouni, Bouard, & Apithy, 2021).

the presented theoretical framework is based on the theories of agricultural economics, motivation, entrepreneurship, and rural development to represent a comprehensive understanding of motivational factors and their impacts on employment, entrepreneurship, and economic activities in the agricultural sector of Hamadan province. Researchers can integrate these theories to analyze the complex relationships and dynamics that shape farmers' motivation, participation, and economic outcomes. This framework offers a foundation for empirical research that explores the specific context of Hamadan province and contributes to existing knowledge in the field of agricultural economics, motivation, entrepreneurship, and rural development.

Literature review

Studies conducted on the subject Due to the importance of the topic, many researchers have conducted research in this area, and I have briefly listed the title of their research along with the research method and results in Table 1.

Title	Author (year)	Methodology	Results
Factors motivating rural youth of Gonbad-e-Kavous to choose agricultural occupations	Mokhet S et al (2015)(Mokhet, Bageri, Shafiee, & Shabanali Fami, 2015)	Descriptive study	the relationship between interest and entrepreneurial characteristics with the level of motivation to agriculture
Analysis of barriers to entrepreneurial development in rural areas: Bigelow Ghani district, city of Zanjan	Ghadirimasoum M et al. (2014)(Ghadirimasoum, Cheraghi, Kazemi, & Zaree, 2014)	Descriptive and analytical	The economic, individual and infrastructural factor is the most important obstacle to the development of entrepreneurship in the village
Climate change, food security, and livelihoods in sub-Saharan	Connolly-Boutin L et al. (2016) (Connolly-Boutin & Smit, 2016)	Analytical review	this paper shows how food security’s vulnerabilities are related to multiple stresses and

Title	Author (year)	Methodology	Results
Africa. Regional Environmental Change			adaptive capacities, reflecting access to assets
Relationship between individualist–collectivist culture and entrepreneurial activity: evidence from Global Entrepreneurship Monitor data	Pinillos MJ et al (2011) (Pinillos & Reyes, 2011)	Analytical review	The current analysis shows that a country's culture correlates to entrepreneurship, but cannot uphold the idea that higher levels of individualism mean higher rates of entrepreneurship.
Diversification and the Entrepreneurial Motivations of Farmers in Norway	Vik J et al. (2011) (Vik & McElwee, 2011)	Descriptive study	The results demonstrate that social motivations are as important as economic motivations, that is, there are substantial differences in which motivations underpin different types of diversification. This suggests, first, that the literature could gain from engaging more in the variation of motivational drivers than general trends, and second, that farmers need different forms of support to develop their entrepreneurial skills

Methodology

To investigate the effect of motivation on employment, entrepreneurship, and economic activities in the agricultural sector of Hamadan province, a practical research method with a questionnaire and a sample size of 384 people is proposed. This study aims to investigate and analyze the level of motivation and its relationships with employment, entrepreneurship, and economic activities in the agricultural sector of Hamadan province. Based on the research objective, specific research questions are formulated to evaluate the motivation level and its effects on employment, entrepreneurship, and economic activities in the agricultural sector. The following are examples of research questions:

- Does motivation affect employment in the agricultural sector directly?
- Does motivation encourage people to participate in entrepreneurship in the agricultural sector?
- How does motivation affect economic activities in the agricultural sector?

A questionnaire was designed to collect data from the sample population. The questionnaire should include items that measure motivation, employment status, entrepreneurial intentions, and economic activities in the agricultural sector. The level of motivation and its impacts on different aspects of the agricultural sector can be evaluated using a Likert scale or multiple-choice questions. The content of the questionnaire is described below.

Motivation questionnaire

This questionnaire is designed to measure the individual's motivation in the agricultural sector. Here, motivation refers to one's willingness and motivation to perform agricultural activities. This

questionnaire includes questions that measure the type and intensity of one's motivation to participate in agricultural activities. The validity of this questionnaire was evaluated using the confirmatory factor analysis (CFA), in which the relationship between questionnaire questions and motivation components was examined by the factor analysis. The content of questionnaire questions and their relationships with motivation concepts were examined using the theory-based content analysis. The reliability of this questionnaire was assessed using Cronbach's alpha (Hermans, 1970).

Employment Status Questionnaire

This questionnaire was designed to measure the employment status of a person in the agricultural sector. The employment status refers to a person's level of employment and the type of employment activities in the agricultural sector. This questionnaire consists of questions that measure a person's job status and the level of employment in the agricultural sector. The validity of this questionnaire was assessed using CFA and theory-based content analysis. The CFA method examines the relationship between the questionnaire questions and the employment status components. The reliability of this questionnaire was evaluated using Cronbach's alpha coefficient and repetition of the questionnaire at different times (Rozelle, Taylor, & DeBrauw, 1999).

Questionnaire of entrepreneurial intentions

This questionnaire was designed to measure one's entrepreneurial intentions in the agricultural sector. Entrepreneurial intentions refer to a person's tendency and intention to start and develop agriculture-related businesses. This questionnaire includes questions that measure the type and intensity of one's entrepreneurial intention in the field of agriculture. The validity of this questionnaire was measured using the CFA and theory-based content analysis. The same authors determined the reliability of this questionnaire using Cronbach's alpha coefficient and repeating the questionnaire at different times (Pouratashi, 2015).

Questionnaire of economic activities in the agricultural sector

This questionnaire was designed to measure a person's economic activities in the agricultural sector. Economic activities denote the level and intensity of one's economic activities in the field of agriculture. This questionnaire includes questions that measure the type and intensity of a person's economic activities in the agricultural sector. CFA and theory-based content analysis were used to determine the validity of this questionnaire. To measure the reliability of this questionnaire, they used Cronbach's alpha coefficient and repeating the questionnaire at different times (Jankelova, Masar, & Moricova, 2017).

The sample size is determined to include 341 people, which should represent the target population in Hamadan province. The representativeness of the sample can be ensured using random sampling techniques. The designed questionnaire is implemented on the selected sample. Depending on the feasibility and availability of the sample population, data can be collected through face-to-face interviews, online surveys, or postal surveys. At the completion of the data collection process, the collected data are analyzed using relevant statistical methods. The level of motivation and distribution of answers can be evaluated using descriptive statistics such as mean and standard deviation. The relationships between motivation, employment, entrepreneurship, and economic activities in the agricultural sector can be discovered using inferential statistics such as correlation or regression analyses. The analyzed data are interpreted to draw conclusions and insights into the impacts of motivation on employment, entrepreneurship, and economic activities in the agricultural sector of Hamadan province. Findings can be presented through tables, graphs, and narrative explanations.

Results

Descriptive statistics

The following analyses can be presented according to the farmers' statistics (Table 1).

Table 2.

Variable		Frequency	Frequency percentage
Gender	Male	200	58/65
	Female	141	41/34
Age (year)	20-35	30	8/79
	35-45	50	14/66
	45-55	58	17
	55-65	149	43/69
	>65	54	15/83
Education	Half-educated	125	36/65
	High school diploma	130	38/12
	Academic degree	86	25/21
Marital status	Married	220	64/51
	Single	121	35/48

Explain table 2

Gender
In the sample of studied farmers (Table X), the number of men (n = 200, 58.65%) is more than women (n = 141, 41.34%), suggesting that agriculture as a profession in a part of society is generally more common among men.

Age
Age analysis reveals that a large majority (43.69%) of the sampled farmers are in the age group of 55-65 years, indicating that a significant part of the farmers is classified as "an old-age population". However, it should be noted that the studied sample is limited to the population of farmers, and these results cannot be generalized to the entire population of farmers in a country or region.

Education
The results indicate a proportional distribution of education in the sample of farmers. A high number of farmers (38.12%) have high school diplomas, while half-educated and academic degrees form 36.65% and 25.21% of the farmers, respectively. These results show that education is widely distributed in this sample of farmers.

Marital status
The results show that the majority of farmers (64.51%) are married while the rest (35.48%) are single, implying that more married people are involved in the agricultural profession probably because of family obligations or the need to help their spouses in agricultural activities.
However, it should be noted that these analyses are based on a specific sample of farmers according to the presented table. A more accurate and complete analysis needs to access more information and research on a representative sample of the farmer population.

Table 3. Economic motivation, motivation to advance, and the need for success

Statistics

		The need for success	Economic motivation
Number	Credit	216	216
	Lost	0	0
Mean		2.9769	3.8148
Median		3.0000	4.0000
Standard deviation		0.93232	1.01292
Variance		0.869	1.026

Source: Research findings

According to Table 2, the average (± standard deviation) values of the need for success and economic motivation are 2.976 (± 0.932) and 3.814 (± 1.012), respectively.

Table 4. The need for success

The need for success					
		Frequency	Percentage	Frequency percentage	Cumulative frequency
Valid	I completely disagree	16	7.4	7.4	7.4
	I disagree	48	22.2	22.2	29.6
	neutral	77	35.6	35.6	65.3
	I agree	75	34.7	34.7	100.0
	Total	216	100.0	100.0	

Source: Research findings

According to Table 3, the need for success comprises completely disagree (n = 16), disagree (n = 48), neutral (n = 77), agree (n = 75), and completely agree (n = 75).

Table 5. Economic motivation

Economic motivation					
		Frequency	Percentage	Frequency percentage	Cumulative frequency
Valid	I completely disagree	1	0.5	0.5	0.5
	I disagree	32	14.8	14.8	15.3
	No opinion	32	14.8	14.8	30.1
	I agree	92	42.6	42.6	72.7
	I completely agree	59	27.3	27.3	100.0
	Total	216	100.0	100.0	

Source: Research findings

According to Table 4, economic motivation consists of completely disagree (n = 1), disagree (n = 32), neutral (n = 32), agree (n = 92), and completely agree (n = 59).

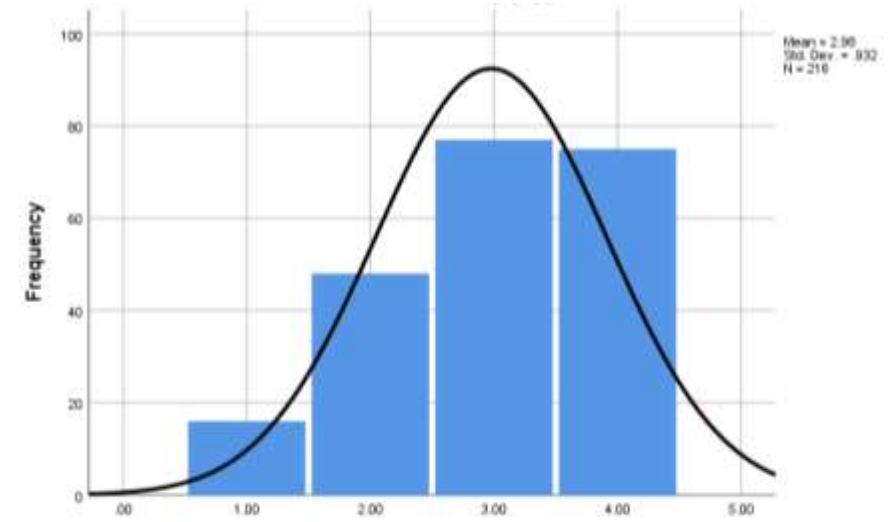

Figure 1. The need for success

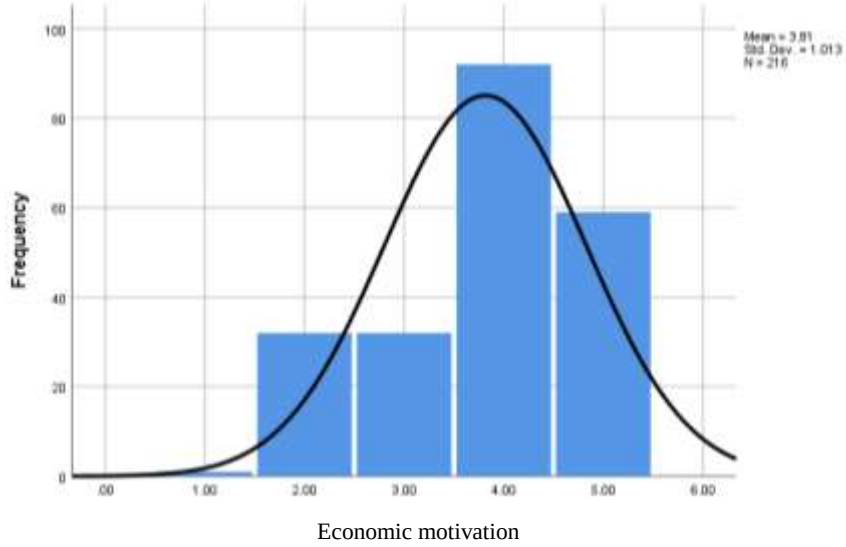

Figure 2. Economic motivation

The effect of motivation levels on employment, entrepreneurship, and economic activities in the agricultural sector of Hamadan province

Table 6. The need for success with economic motivation

Correlation					
		Motivation level	Employment	Entrepreneurship	Economic activities
Motivation level	Pearson's coefficient	0/858	0/152	0/236	0/08
	Sig. level	0/00	0/21	0/35	0/25

	Number	384	384	384	384
Employment	Pearson's coefficient	0/21	0/956	0/06	0/29
	Sig. level	0/33	0/00	0/21	0/35
	Number	348	384	384	384
Entrepreneurship	Pearson's coefficient	0/33	0/42	0/823	0/26
	Sig. level	0/21	0/35	0/00	0/21
	Number	384	384	384	384
Economic activities	Pearson's coefficient	0/33	0/42	0/25	0/785
	Sig. level	0/21	0/35	0/25	0/00
	Number	384	384	384	384
**. Correlation is significant at the 0.01 level (2-tailed).					

Table 5 shows the correlations between motivation, employment, entrepreneurship, and economic activities in the agricultural sector of Hamadan province. In this table, Pearson correlation coefficients and significance levels are shown for both variables. The number of samples is also mentioned in the table. The following results are obtained according to the table:

Correlation of motivation level with other variables:
Employment: A Pearson's coefficient of 0.152 and a significance level of 0.21 show a weak and significant correlation between the level of motivation and employment.
Entrepreneurship: A Pearson's coefficient of 0.236 and a significance level of 0.35 indicate a moderate and significant correlation between motivation and entrepreneurship.
Economic activities: A Pearson's coefficient of 0.08 and a significance level of 0.25 reveal a weak and significant correlation between the motivation level and economic activities.

Correlations of employment with the other variables
Entrepreneurship: A Pearson's coefficient of 0.06 and a significance level of 0.21 show a weak and significant correlation between employment and entrepreneurship.
Economic activities: A Pearson's coefficient of 0.29 and a significance level of 0.35 demonstrate a moderate and significant correlation between employment and economic activities.

The correlation of entrepreneurship with economic activities
A Pearson coefficient of 0.823 and a significance level of 0.00 indicate a moderate and significant correlation between entrepreneurship and economic activities.
Overall, the results of the table suggest relatively moderate to weak correlations between motivation and entrepreneurship with the other variables. However, there are diverse correlations between employment and economic activities with the other variables, varying from weak to moderate. The correlation analysis of these variables can reveal their patterns and interrelationships in the agricultural sector of Hamadan province.

Conclusion and Recommendations
This research aimed to investigate the effect of motivation on employment, entrepreneurship, and economic activities in the agricultural sector of Hamadan province. The research findings obtained from the analysis of data collected from a sample of 384 farmers provide valuable insights into the relationship between motivation and various aspects of the agricultural sector. Our results confirm the hypothesis that motivation plays an important role in affecting employment, entrepreneurship,

and economic activities in the agricultural sector. The analysis revealed a positive correlation between motivation and participation in agricultural employment. Farmers who showed higher levels of motivation were probably more actively involved in the sector, seeking job opportunities and contributing to the workforce. Additionally, this study demonstrates that motivation is a critical driving factor of entrepreneurial activities in the agricultural sector. People with higher levels of motivation were more motivated to engage in entrepreneurial activities, start new investments, and explore innovative business models. These results indicate that motivated people most probably utilize economic opportunities, diversify their activities, and contribute to the growth and development of the agricultural economy. These findings also clarify the positive effect of motivation on economic activities in the agricultural sector. Based on the results, motivated farmers are more active in searching for market opportunities, escalating their production capacities, and accepting technological advances. This has led to increased productivity, improved competitiveness, and overall economic growth in the agricultural sector of Hamadan province.

The results of the following hypotheses agree with previous studies, e.g. Mokhet et al (2015)(Mokhet et al., 2015), who investigated the relationship between interest and entrepreneurial characteristics with the level of motivation to agriculture . Similarly, Ghadirimasoum M et al. (2014) investigated "Analysis of barriers to entrepreneurial development in rural areas: Bigelow Ghani district" and They concluded The economic, individual and infrastructural factor is the most important obstacle to the development of entrepreneurship in the village(Ghadirimasoum et al., 2014). Similar results to our study were also reported by other researchers such as Chirwa et al. (2012), Lee S et al. (2022), Fabusoro et al. (2008), Rajaei et al. (2011) (Chirwa & Matita, 2012; Fabusoro, Awotunde, Sodiya, & Alarima, 2008; Lee, Kang, & Kim, 2022; Rajaei, Yaghoubi, & Donyaei, 2011) .

These findings bring significant implications for policymakers, agricultural stakeholders, and researchers. Policymakers can understand the pivotal role of motivation in creating employment, entrepreneurship, and economic activities to design targeted interventions to increase the level of motivation among farmers and create a favorable environment for agricultural development. The provision of access to credit facilities, training programs, and market linkages can help enhance motivation and empower people to pursue career and entrepreneurship opportunities.

Agricultural stakeholders, including agricultural cooperatives, extension services, and financial institutions, can play an active role in motivation enhancement among farmers. These stakeholders can provide support mechanisms, technical assistance, and guidance programs to increase farmers' motivation levels and facilitate their participation in economic activities.

Furthermore, these findings have important implications for future studies in agricultural economics and rural development. Although this study focused on the specific context of Hamadan province, similar research can be carried out in other regions to validate and generalize the results. Furthermore, future studies may examine the underlying factors and mechanisms that influence motivation in the agricultural sector, including the role of sociocultural factors, policy-making frameworks, and institutional support.

In conclusion, this research provides evidence of positive relationships between motivation and employment, entrepreneurship, and economic activities in the agricultural sector of Hamadan province. The results emphasize the importance of motivation enhancement among farmers and creating a capable environment that promotes their active participation in this sector. Policymakers and stakeholders can recognize and apply the power of motivation to contribute to the sustainable development and prosperity of the agricultural sector, thereby benefiting the entire economy of the region.

Comparative study: A comparative analysis on the impact of motivation levels on employment, entrepreneurship, and economic activities in different regions of Iran by considering changes in agricultural practices, socioeconomic factors, and policy frameworks.

Longitudinal study: A longitudinal study to examine the dynamics of motivation and its long-term effects on employment and entrepreneurship in the agricultural sector. This provides insights into the sustainability of motivation-based activities and their impacts on economic growth.

Gender analysis: Investigations on the role of gender in influencing motivation levels and its consequences for employment and entrepreneurship in the agricultural sector by analyzing gender-specific barriers and opportunities shaping motivation and participation in agricultural activities.
Impacts of support programs: Assessing the effectiveness of existing support programs, such as training plans, financial assistance, and guidance plans, in increasing the level of motivation and promoting employment and entrepreneurship in the agricultural sector by identifying the best practices and areas for improvement.
Innovation and technology adoption: Studies on the relationship between motivation, innovation, and technology adoption in the agricultural sector by exploring probably more motivated people's adoption of new value-added technologies, practices, and activities, thereby increasing productivity and competitiveness.
Market access and value chain: Studies on the role of motivation in facilitating access to markets and participation in the value chain of agricultural products by analyzing the relationship between motivation, market-oriented production, and farmers' economic returns.
Policy analysis: A comprehensive policy analysis to identify policy frameworks, regulations, and incentives that can effectively promote motivation-based employment and entrepreneurship in the agricultural sector by assessing the alignment between existing policies and farmers' needs and aspirations.
Social capital and networks: Investigations on the impact of social capital and networks on motivation levels and their impact on employment and entrepreneurship in the agricultural sector by exploring how social relationships, trust, and cooperation enhance motivation and enable people to access resources and opportunities.
Sustainable practices: Exploration of the relationship between motivation, sustainable agricultural practices, and environmental protection by examining how motivated people are more likely to adopt environmentally friendly practices and contribute to the agricultural sector's sustainability.
Policy transfer and learning: Examination of successful case studies from other countries or regions with similar agricultural characteristics to identify transferable policies and practices that can improve motivation and encourage employment and entrepreneurship in the agricultural sector of Hamadan province.

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