

## Aberystwyth University

### *Remaining in rural areas*

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## Remaining in rural areas: towards a rural entrepreneur's analysis framework

### Quedarse en las áreas rurales: Hacia un marco de análisis del emprendedor rural

#### ABSTRACT

This research employs an empirical approach to understand aspects defining why young people remain in their rural territories. Utilising a rural region of Caldas, Colombia as a case study and based on an agricultural education program for entrepreneurship, information from 368 rural young people was obtained. The study explored a conceptual model shaped by four dimensions and 34 variables. Using a Probit method, we identify significant variables regarding permanence in rural areas. We identify 11 key variables that determine the categories of socio-demographic profile, profile of entrepreneur characteristics, and category of motivations and territory. Our study contributes to literature on rural entrepreneurship from an empirical approach. Additionally, we propose a new analytical framework to address major problems in agriculture and rural territories, particularly in developing countries, such as Latin America.

**Keywords:** rural entrepreneurship. rural territories permanence. rural youth. entrepreneurship educational programs

#### RESUMEN

Este artículo emplea una perspectiva empírica para comprender aspectos que permiten que jóvenes permanezcan en sus propios territorios rurales. Utilizando un estudio de caso de una región rural de Colombia y con base en un programa de educación agrícola para el emprendimiento, se obtuvo información de 368 jóvenes rurales. El estudio exploró un modelo conceptual formado por cuatro dimensiones y 34 variables. Además, mediante un método Probit buscamos identificar las variables significativas sobre la permanencia en el área rural. En los resultados demostramos la existencia de 11 variables clave como determinantes en las categorías de perfil sociodemográfico, perfil de características del emprendedor y categoría de motivaciones y territorio. Nuestro estudio contribuye a la ampliación de la literatura sobre emprendimiento rural, desde un enfoque empírico y la propuesta de un nuevo marco

37 analítico para abordar uno de los problemas más relevantes del sector agrícola y de los territorios rurales,  
38 especialmente en países en desarrollo como América Latina.

39 **Palabras clave:** emprendimiento rural. permanencia en territorios rurales. jóvenes rurales. programas  
40 educativos de emprendimiento.

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43 **INTRODUCTION**

44 The rural population, especially in developing countries faces an environment that has historically been  
45 characterized by certain restrictions on access to services, markets, technologies, and other public goods,  
46 these factors provide challenges for the design and promotion of public policies focused on the  
47 development of rural areas (Islas-Moreno, Muñoz-Rodríguez, & Morris, 2021). However, various public  
48 policies and programs in developing countries aim to address these challenges, such as policies  
49 supporting and promoting agribusiness through strengthening strategies, financing, and marketing (Zin &  
50 Ibrahim, 2020). There is promotion of educational programs for skills development and learning with a  
51 focus on the rural youth, and the promotion of entrepreneurship (Heinert & Roberts, 2018). These  
52 programs intend to make territorial permanence more attractive and address the problem of rural  
53 migration, especially youth migration (Deller et al., 2019).

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56 In this sense, rural entrepreneurship (RE) gains importance given its implications from the productive,  
57 economic, social, and environmental point of view within rural territories. Rural Entrepreneurship is an  
58 important strategy to promote rural development. Entrepreneurship based on the sustainable use of local  
59 resources for creating new economic activities can help reduce unemployment and poverty, whilst  
60 generating alternatives for rural societies (Dhewanto et al., 2020). Furthermore, rural entrepreneurship  
61 promotion is seen as a strategy to enhance the rural economy (OECD, 2014) and confront the migration  
62 problem of rural youth. These strategies are focused on the diversification of the local productive  
63 structure, value addition, the transition towards the service sector, and consideration of territorial  
64 characteristics (Cazzuffi & Fernández, 2018).

65  
66 In this study we consider whether rural entrepreneurship is an exit or a result strategy, being a product of  
67 the behaviour, characteristics and actions of the rural entrepreneur as a promoter of the business project.  
68 Approaches on RE do not necessarily put the entrepreneur at the centre of the process as a dynamic and

69 complex actor, with characteristics that could represent possible typologies of the entrepreneur.  
70 Therefore, we conceptually and empirically contribute to the research question: What aspects drive the  
71 rural entrepreneur to stay within the rural territory? That is, we consider that it is not the permanence  
72 over time of the business and the entrepreneurship project based on a set of strategies (López et al.,  
73 2019), but a greater understanding of what allows the permanence of the person in their territory and the  
74 vision they have of staying in the rural territory over time.

75  
76 Despite rural education programs in entrepreneurship, the reasons for entrepreneurs remaining in the  
77 countryside might be the lack of better job alternatives, and the drive for needs (Galvão et al., 2020);  
78 advantageous market opportunities (Sohns & Revilla Diez, 2018), or certain perceptions regarding  
79 institutional support (Yu et al., 2013). There is a need to understand the role of the family, its historical  
80 perspective and its entrepreneurial culture in influencing rural youth and their interests in staying in  
81 rural areas. Therefore, it is necessary to identify what factors may determine the desire to stay within the  
82 territory. In this sense, the objective of this study is to determine the factors explaining the desire of rural  
83 entrepreneurs to stay within the rural territory, based on an analysis of the dimensions: Socio-  
84 demographic profile, Profile of entrepreneur characteristics, Entrepreneurship skills, Motivations, and  
85 Territory.

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### 87 **Construction of the Conceptual and Empirical Model**

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90 In this study, we propose a conceptual model interrelating four dimensions (Table. 1). The main output of  
91 the model is the interest of young rural entrepreneurs in staying in their rural territory. The conceptual  
92 model is determined by dimensions usually found separately within the literature. Therefore, we propose  
93 their integration, generating a new conceptual model. Previous literature considers incorporating the  
94 sociodemographic profile on rural entrepreneurship analysis because sociodemographic variables have  
95 been positively associated with entrepreneurial intentions of rural young people (Bouichou et al., 2021),  
96 as well as the determination of innovative behaviour (Ondiba & Matsui, 2019).

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**Table 1.** Dimensions and analysis variables of the conceptual model**Tabla 1.** Dimensiones y variables de análisis del modelo conceptual

<b>Dimensions analysis</b>	<b>Key aspects addressed in each dimension</b>	
<b>Socio-demographic profile</b>	1	Gender
	2	Program educative rural
	3	Age range
	4	Existence of family businesses
	5	Rural geographic location
	6	Active entrepreneurship
	7	Duration of the entrepreneurship
	8	Conformation of the entrepreneurship
<b>Profile of entrepreneur characteristics</b>	9	Interest in rural entrepreneurship
	10	Entrepreneurship for local and community impact
	11	Proactivity for rural entrepreneurship
	12	Interest in participating in training
	13	Interest in environmental impact and natural resources
	14	Innovative rural business ideas
	15	Perception of rural opportunities for entrepreneurship
	16	Perception of lack of resources as an impediment
	17	Perception of viability of non-agricultural projects
<b>Entrepreneurship skills</b>	18	Digital and computer skills
	19	Skills to identify new business opportunities and agricultural projects
	20	Skills to plan strategies and plans in the short, medium and long term
	21	Project leadership capabilities
	22	Ability to take risks
	23	Skills in working in groups
	24	Capabilities to do financial analysis in Microsoft Excel
	25	Capabilities to try again
	26	Ability to relate well with actors in the region
	<b>Motivations and territory</b>	27
28		Family impulse for entrepreneurship
29		In the rural municipality it is possible to learn new things and access knowledge
30		Perception of local institutional support
31		Perception of culture and local entrepreneurial tradition
32		Perception of prestige and reputation of the rural municipality
33		Perception of people's business mindset
34		Perception of supportive inter-institutional relationship

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106 Secondly, for the most effective design of public policies on the repopulation of rural municipalities, the

107 socio-demographic characteristics of rural entrepreneurs must be explored, since they tend to leave their

108 territory (del Olmo-García et al., 2023). Furthermore, regarding the entrepreneurial characteristics

109 dimension, our model proposes a profile approach directly related to the analysis around the rural  
110 entrepreneur's desire in staying in the countryside. Therefore, we propose, addressing aspects such as the  
111 entrepreneur's interest in impacting their rural and community environment, as well as impacting the use  
112 of local natural resources (Olmedo et al., 2023).

113  
114 Our conceptual model considers the existence of two internal and external environments that interrelate a  
115 set of perceptions and variables, these contribute to understanding the desire of rural young people to  
116 stay in the countryside. The dimension of capabilities of the rural entrepreneur is one of the most  
117 addressed topics in the literature, a factor which we incorporate into the conceptual model of analysis.  
118 Aspects such as management, creativity, leadership, digital skills in rural entrepreneurship stand out as  
119 influencing the entrepreneur in the identification and recognition of business ideas (Fahmi & Savira,  
120 2023). Finally, we include the integration of the motivation and territory dimension, based on a set of key  
121 variables that allow us to understand if the rural geographical space is a perceived viable environment by  
122 the rural entrepreneur to undertake a certain project (McElwee & Atherton, 2021).

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## 124 **MATERIALS AND METHODS**

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### 126 **Study area context**

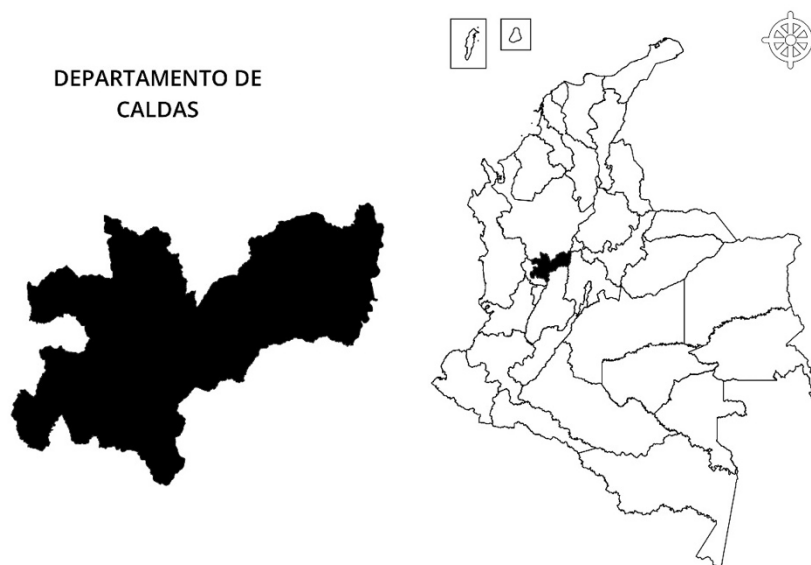
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128 Caldas is in the Colombian coffee zone, is a region with 27 rural municipalities (Figure 2). In this region,  
129 the University of Caldas has led a public-private alliance "The University in the Field and in the Territory",  
130 which carries out educational programs for rural youth allowing the development of agricultural  
131 entrepreneurship capabilities, facilitating the people involved to stay in their rural territories. In 2023,  
132 these educational programs involved around 1,100 rural youth throughout the entire geographic study  
133 area. This area is characterised by the influence of coffee production and industry, with various  
134 agroclimatic conditions and productive systems, creating entrepreneurship opportunities in agricultural,  
135 livestock, agro-industrial and tourism.

136

137 The research adopted a quantitative approach, with the data collection conducted in 2023. An online  
138 survey was created, with four domains and 34 variables (See Table 1); Socio-demographic profile, Profile  
139 of entrepreneur characteristics, Entrepreneurship skills, and Motivations and territory. Through a list of  
140 1,100 previous students from agricultural programs for rural youth, a random sample of 368 people was

141 obtained, which corresponds to a response rate of 33.45%. To advance the process, all students were  
142 informed of the program, whilst also attaching the form with the questions and the respective institutional  
143 letter of invitation to participate in the study. The questions on the survey were related to the proposed  
144 variables (See Table 1), in addition to various response options of nominal, ordinal, and dichotomous  
145 nominal types (Table 2).  
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**Figure 2.** Study area  
**Figura 2.** Area de estudio

### 151 **Method of information analysis**

152 Data Analysis was carried out using a Probit model, which is a discrete choice model, where the  
153 endogenous variable presents two alternatives 0 and 1 (Ai & Norton, 2003). In this way, the dependent  
154 variable (Y) is related to the intention of rural youth to stay in the countryside. For our analysis, two  
155 values were assumed: 1 if the rural youth want to stay in the rural territory and 0 otherwise.  
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**Table 2.** Description of explanatory variables.  
**Tabla 2.** Descripción de variables explicativas

Variable	Variable type	Description
X1	Nominal	1=female 2=male
X2	Nominal	1= technical 2= technological
X3	Ordinal	1=14-17; 2=17-20; 3=20-25; 4= more than 25
X4	Dichotomous nominal	0=Not, 1=yes
X5	Ordinal	1= Small rural village; 2= Rural municipality; 3= Area near the rural municipality; 4=Area far away from rural municipality
X6	Dichotomous nominal	0=Not, 1=yes
X7	Ordinal	0= Does not have; 1=Less than a year; 2=1-3 years; 3=more than 5 years
X8	Ordinal	1=individual; 2= With family; 3= maximum 3 people; 4= association or cooperative
X9		0=No, 1=yes
X10		0=No, 1=yes
X11		0=No, 1= yes
X12		0=No, 1= yes
X13		0=No, 1= yes
X14		0=No, 1= yes
X15		0=No, 1= yes
X16		0=No, 1= yes
X17		0=No, 1= yes
X18		0=No, 1= yes
X19		0=No, 1= yes
X20		0=No, 1= yes
X21		0=No, 1= yes
X22	Dichotomous nominal	0=No, 1= yes
X23		0=No, 1= yes
X24		0=No, 1= yes
X25		0=No, 1= yes
X26		0=No, 1= yes
X27		0=No, 1= yes
X28		0=No, 1= yes
X29		0=No, 1= yes
X30		0=No, 1= yes
X31		0=No, 1= yes
X32		0=No, 1= yes
X33		0=No, 1= yes
X34		0=No, 1= yes

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The econometric analysis in this study follows the stages developed by Cuevas-Reyes et al. (2020), and the theoretical underpinnings proposed by Aldrich & Nelson (1984). The Probit model uses a normal cumulative distribution function, where the probabilistic model is estimated by the maximum likelihood method and obtains the marginal change. Furthermore, the marginal change of the density function of the standard normal distribution is evaluated at a defined point and the parameter to be evaluated (Greene, 2008), as expressed in equation 1.



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$$\frac{\partial P_i}{\partial X_{ki}} = \frac{\partial \phi(X_i \beta)}{\partial X_{ki}} = \phi(X_i \beta) \beta_k \quad (1)$$

The empirical model that represents the dependent variable Y (Staying in the field) and the independent variables (X) that influence the decision to staying in the field, was the following:

$$Y = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \dots + \beta_k X_{ki} + u_i \quad (2)$$

Where: Y = binary value aggregation variable,  $\beta_i$  = coefficients to be estimated,  $X_{ki}$  = explanatory variables of the model (Table 1) and,  $u_i$  = stochastic error. In addition, the Wald test was used to evaluate parameter individual significance. Overall goodness of fit was assessed by the McFadden's R2 and the LR statistic or likelihood ratio. Finally, the results were obtained by using Data Analysis and Statistical package (Stata) version 12 .

## RESULTS AND DISCUSSION

### Descriptive Statistics of Socio-demographic Profile

Based on the socio-demographic approach addressed in our study (see Table 3), the descriptive statistics revealed that the tendency of rural youth to emigrate from rural territories is greater (57.33%), despite the majority having agricultural educational training at the technical level. The population results at younger ages (14 to 17 years), were similar across different areas of the rural geographic space. Therefore, it can be highlighted that the percentages of rural young people who currently have a business are lower, thus presenting a relationship with the low existence of family businesses. However, in contrast, it could be stated that of the percentage of young people who have active rural entrepreneurship (33.96%), the preferred trend for forming the business is with the family itself (36.68%). Against this, there is evidence that the local rural roots of family businesses can generate localized advantages and the construction of links that influence the desirability of forming these types of ventures (Baù et al., 2019).

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**Table 3.** Descriptive statistics showing socio-demographic variables of rural youth.  
**Tabla 3.** Estadísticas descriptivas a partir de variables socio-demográficas del joven rural

Variables		N	Percentages
Interest in staying in rural areas (Variable y)	Yes	157	42,66%
	Not	211	57,33%
Gender	Male	163	44,29%
	Female	205	55,70%
Rural educational program	Technical	323	87,77%
	Advanced technological	45	12,22%
Age	14 to 17 years	233	63,31%
	17 to 20 years	91	24,72%
	20 to 25 years	20	5,45%
	25 + years	24	6,52%
Existence of family business	Yes	125	33,96%
	Not	243	66,03%
Current geographic location	Small rural village	83	22,55%
	Rural municipality	55	14,94%
	Area near the rural municipality	147	39,94%
	Area far away from the rural municipality	83	22,55%
Current agricultural entrepreneurship	Yes	102	27,71%
	Not	266	72,28%
Duration of the entrepreneurship	Does not have	271	73,64%
	Less than a year	43	11,68%
	Between 1 to 3 years	40	10,86%
	More than 5 years	14	3,80%
Conformation of the entrepreneurship	Individual	94	25,54%
	With family	135	36,68%
	Associated with maximum 3 people	46	12,50%
	Within an association or cooperative	93	25,27%

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### 230 **Econometric model**

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 232 The results of the econometric model reveal that of the total variables analysed, 11 of them are  
 233 statistically significant ( $p < 0.5$ ) in relation to the four analysis dimensions of our model (Table 4). The  
 234 gender variable (x1) was significant at 90% ( $p < 0.1$ ) but with a negative sign, meaning that the probability  
 235 of staying in the territory decreases by 11.7% if the gender is female compared to male. In addition, the  
 236 rural geographic location variable (x5) was also significant at 90%, therefore, if the rural youth is located  
 237 far away from the rural municipality, then their probability of remaining in the rural territory is 6%. The  
 238 results reveal that the duration of entrepreneurship (x7) related to the agricultural sector was statistically

239 significant ( $p < 0.05$ ), which means that those rural young people who have been involved with a rural  
 240 project for the longest period have a probability of permanence in their rural territories of 13.2%.  
 241 Likewise, the conformation of entrepreneurship (x8) was significant ( $p < 0.05$ ), which implies that it is a  
 242 determining variable of the socio-demographic profile for the interest of young people to stay in their  
 243 rural territories. However, the result expressed a negative sign compared to the marginal effect of the  
 244 variable (x8) on the dependent variable of the model.

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**Table 4.** Variables that influence the probability of staying in rural territory  
**Tabla 4.** Variables que influncian la probabilidad de quedarse en áreas rurales

Variable	Coefficient	z	P>z	dy/dx
X1	-0.307664	-1.78	0.075**	-.1174504
X2	0.3766111	1.11	0.268	.1437709
X3	0.0526166	0.4	0.687	.0200863
X4	0.1412129	0.74	0.459	.0542158
X5	0.1572976	1.93	0.054**	.0600482
X7	0.3461891	2.9	0.004*	.1321573
X8	-0.1575732	-2.07	0.039*	-.0601534
X9	0.4390554	2.17	0.03*	.1657988
X10	0.550047	2.66	0.008*	.2075006
X11	-0.1941587	-0.71	0.478	-.0752722
X12	0.4532449	2.35	0.019*	.1716845
X13	0.4197658	1.7	0.089**	.1539446
X14	-0.2901887	-1.4	0.162	-.1106793
X15	0.076936	0.38	0.703	.0292409
X16	-0.3073476	-1.34	0.18	-.1198523
X17	-0.0733074	-0.42	0.678	-.0279793
X18	0.1799369	0.93	0.354	.0686063
X19	0.2301191	0.98	0.327	.0865896
X20	0.0367123	0.17	0.865	.0140079
X21	0.0663933	0.3	0.765	.0252878
X22	-0.2721225	-1.26	0.208	-.1035909
X23	-0.2784167	-1.13	0.258	-.1080204
X24	-0.0888142	-0.4	0.689	-.0340897
X25	0.1415434	0.68	0.498	.0539372
X26	0.0718927	0.28	0.777	.0272351
X27	0.5487282	1.99	0.047*	.194402
X28	0.2918432	1.35	0.176	.1084964
X29	0.17006	0.61	0.545	.0636639
X30	0.2445028	0.85	0.394	.0909187
X31	-0.4674785	-1.55	0.122	-.1828304
X32	-0.6652717	-1.81	0.071**	-.2603507
X33	1.29848	3.94	0.000***	.3819793
X34	-0.1182813	-0.51	0.609	-.1174504
Constant	-2.143088	-3.57	0	

249 Own elaboration, dy/dx is the marginal effect of the variable x on the dependent variable y; dy/dx  
 250 significance level:  $P < 0.05^*$ ;  $P < 0.1^{**}$ , and  $P < 0.001^{***}$ . Pseudo  $R^2 = 0.3362$   
 251

252 Therefore, the probability of remaining in the territory for young people can decrease by 6% if the  
 253 enterprise is formed within a family that may prefer to initially undertake the enterprise individually

254 compared to doing so in other forms of groupings. When analysing the entrepreneur's characteristics  
255 profile, four key variables stand out as significant regarding the interest of rural young people in staying  
256 within their territories. Therefore, young people's interest in rural entrepreneurship (x9) stands out as a  
257 significant variable ( $p < 0.05$ ) with a 16.5% probability of staying in the territory. Likewise, rural  
258 entrepreneurship is seen to impact the local and community environment (x10), it is a variable that was  
259 found to be significant ( $p < 0.05$ ) and a probability of youth permanence of 20.7%. Within this second  
260 component of the analysis model, variables are significant ( $p < 0.05$ ), such as the interest in participating in  
261 training (x12) and the interest of rural entrepreneurship in the impact on the environment and natural  
262 resources, both with their respective probabilities regarding the permanence of young people in their  
263 rural territories.

264  
265 Finally, our results reveal three key and statistically significant variables in the motivations and territory  
266 component. Initially, where the rural youth lives is a motivating factor to stay in the countryside ( $p < 0.5$ ).  
267 In addition, the perception of prestige and reputation of the rural municipality (x32) showed significance  
268 ( $p < 0.5$ ) and a negative sign. This implied that the place where the young person lives and its perception  
269 are key aspects since the probability of the young person remaining in that territory can decrease by 26%  
270 if the issue of local reputation is not well perceived. This has implications for training and support  
271 programs for rural entrepreneurship in certain rural regions. Additionally, within this component of  
272 motivations and territory, our results highlight the perception of the entrepreneurial personality of the  
273 inhabitant population of the rural municipality (x33). This variable emerges as highly significant ( $p < 0.5$ )  
274 and the highest percentage probability on wanting to remain within their territory (38.1%). Therefore,  
275 this variable highlights the importance of what can be considered a local entrepreneurial culture as a  
276 factor that drives rural youth's interest in staying within their region, since various entrepreneurial  
277 people can make use of the local culture and its tradition of activities to seek to potentialize their ideas (Sá  
278 et al., 2018).

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### 281 **Model Determining Variables**

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283 Our results allow us to interpret that eleven variables influence the interests of rural young people in  
284 wishing to remain within their territories. These are based on our proposed dimensions apart from  
285 entrepreneurship skills (see Table 5). Our model contributes to the discussion of expanding the

286 understanding of phenomena associated with rural entrepreneurship. However, we also hold the critical  
 287 position that, the issue of rural population migration to cities has not received the deserved attention in  
 288 the research literature and requires further empirical studies (del Olmo -García et al., 2023).

289 **Table 5.** Dimensions and determinant variables of the model  
 290 **Tabla 5.** Dimensiones y variables determinantes del modelo  
 291

<b>Dimensions analysis</b>	<b>Key variable</b>
	x1= Gender
<b>Socio-demographic profile</b>	x5= Rural geographic location x7= Duration of the entrepreneurship x8= Conformation of the entrepreneurship
<b>Profile of entrepreneur characteristics</b>	x9= Interest in rural entrepreneurship x10= Entrepreneurship for local and community impact x12=Interest to participate in trainings x13= Interest in environmental impact and natural resources
<b>Entrepreneurship skills</b>	None
<b>Motivations and territory</b>	x27= The municipality where you live motivates entrepreneurship x32= Perception of prestige and reputation of the rural municipality x33= Perception of people's business mindset

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 293 The categories and variables determining the permanence of rural youth in their territory based on  
 294 entrepreneurship can be divided into an internal environment such as the dimensions of the profile and  
 295 skills for entrepreneurship, as well as an external environment based on what determines the territory as  
 296 a motivational factor. From an interrelation of both environments, our study disproves the hypothesis  
 297 according to which the promotion of rural education programs for entrepreneurship constitutes a  
 298 strategy that ensures the territorial permanence of rural youth as they can develop or strengthen  
 299 capacities for entrepreneurship. In fact, according to the approaches of Galvão et al. (2020), educational  
 300 programs for entrepreneurship are decisive for the rural population since they contribute to the  
 301 involvement and local interaction of actors, generating a support ecosystem that facilitates the  
 302 entrepreneur's action. However, in our study, the perception of institutional support and conditions of  
 303 greater access to knowledge did not emerge as key variables. This could explain the interest of young  
 304 people in staying within rural regions. Regarding the role of the family, the consideration of gender is an  
 305 issue that cannot be ignored in the context of rurality. Our survey highlighted the highest percentage of  
 306 female respondents. As Sidhu & Kaur (2006) propose, rural entrepreneurship is more beneficial for the

307 current and multifunctional role of women, both for their function within the social system as generators  
308 of family income and their decision-making capacity in the family environment (Ghouse et al., 2021).

309

310 Additionally, our study presents results related to the profile characteristics of the rural entrepreneur,  
311 where four key variables are prominent. Our results are related to the approaches of Shivacharan et al.  
312 (2017), who highlight the importance of variables such as the interest of entrepreneurs in participating in  
313 training, which is related to a person with a tendency to search for information. Based on our results  
314 within the profile of characteristics of the entrepreneur, we agree that there is a tendency towards rural  
315 entrepreneurship to be seen as a vector of territorial development and a search for local sustainability in  
316 rural municipalities and a concern for the area (Dal Bello et al., 2022; Korsgaard et al., 2015). Therefore,  
317 we agree with educational programs in rural entrepreneurship strongly focusing on the role played by  
318 both the local place and the community (Zollet et al., 2024). This means that the development of  
319 entrepreneurship capabilities by rural young people constitutes a factor of permanence, and implies the  
320 interrelation of other dimensions, such as the territorial dimension.

321

322 From the external environment of the rural entrepreneur, the perspective of the spatial-geographic role  
323 has been widely discussed in the scientific literature. However, few approaches associate the territorial  
324 issue with the permanence of the youth population from a vision of entrepreneurship especially in  
325 developing countries, even in Latin America. In this sense, considering motivations and territory, our  
326 results identify three key variables for analysing the model proposed in our study. The relationship  
327 between motivations and territory is important, as discussed by Modrego & Foster (2021), there are  
328 idiosyncratic territorial issues specific to rural entrepreneurship, which influence the perceptions of  
329 entrepreneurs and their possible decision-making. In fact, this geographical spatial dimension is  
330 considered an important element in the field of business culture compared to what is implied by the  
331 existence of visible success stories in the local area, which can motivate people to become rural  
332 entrepreneurs (Sohns & Revilla Diez, 2018). This work is related to our results, which include variables  
333 associated with the perception of a local business mentality, and what the rural municipality implies as a  
334 motivating factor for the permanence of rural youth within. It could also be associated with the level of  
335 roots within the territorial culture (De Rosa et al., 2019).

336

337 Most studies do not consider the perception that young rural entrepreneurs have of their own municipal  
338 territory. However the study by Fanjul et al. (2023), refers to the existence of rural municipalities that can  
339 attract local people, and even neighbouring inhabitants, to the development of companies, which implies  
340 the importance of the geographical environment. Finally, our model shows the relevance of the  
341 interrelation of dimensions and environments, as even when rural young people have entrepreneurial  
342 skills, other aspects promote permanence in the territories. For this reason, this type of rural youth likely  
343 embodies certain local values and a sense of rurality, including the possibility of creating a local impact  
344 from their activity. There may be experiences not only of business development but also based on  
345 resource management, cultural and natural, where in the territory there is a tendency to build natural  
346 capital based on a certain sensitive perception about the interaction with the biophysical space (Muñoz &  
347 Kimmitt, 2019).

## 348 **CONCLUSIONS**

349  
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351  
352 Undoubtedly, the agricultural sector in developing countries, such as Latin America, faces numerous  
353 challenges and problems. Many of them are generated by the effects of the global and commercial  
354 environment, as well as by internal factors of the countries which have contributed to a declining situation  
355 for the sector. One of the most concerning problems is the migration of the young rural population  
356 towards urban and more densely populated areas. In response, countries such as Colombia have  
357 promoted a broad set of public policies, among which the implementation of agricultural educational  
358 programs stands out to strengthen the entrepreneurial capacities of this rural population. In addition,  
359 some public and private programs seek to financially support the emergence of rural enterprises.

360  
361 However, the topic has not yet been sufficiently addressed in the literature, which constitutes the main  
362 contribution of our study. In this sense, we propose an analysis model of the rural entrepreneur, which  
363 seeks to understand the aspects that determine the interest of rural young people wanting to stay within  
364 their own rural territories. Furthermore, our findings contribute to a gap in the empirical analysis within  
365 the growing literature on rural entrepreneurship, where most studies present purely theoretical and  
366 conceptual approaches. We propose a conceptual model of analysis in which variables that relate an  
367 internal and external environment of the rural entrepreneur are considered. Furthermore, we consider  
368 several research opportunities on typology of rural entrepreneurs interested in developing a lifestyle

369 within their rural territory . Finally, we consider that in the external environment of motivations and  
 370 territory, the role of network links from rural entrepreneurs can be empirically explored, even between  
 371 local actors at a meso level. However, not associated with entrepreneurship itself or business  
 372 performance, but with the problem related to rural migration and the motivations for the entrepreneur to  
 373 live within their rural environment.

374

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