

A comparative analysis of the entrepreneurial profile of the rural entrepreneur: Moldavia region of Romania, Niger state in Nigeria and Camaguey region of Cuba

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Abstract. This paper presents a comparative analysis of the entrepreneurial profiles identified in three distinct regions from three countries: the historical region of Moldavia in Romania, known today as the North-East Development Region, Niger state in Nigeria and the Camaguey region in Cuba. In identifying the entrepreneurial profile of the rural entrepreneur statistical national, from every country, and international databases have been used (ex. INS, National Bureau of Statistics of Nigeria, La Oficina Nacional de Estadísticas de Cuba, EUROSTAT). Features regarding the environment of origin, level of studies, age, sex etc were identified.

Key Words: entrepreneur, enterprise, profile, rurality, development.

Rezumat. Această lucrare prezintă o analiză comparativă a profilurilor antreprenoriale identificate în trei regiuni distincte din trei țări: regiunea istorică a Moldovei din România, astăzi cunoscută ca Regiunea de Dezvoltare Nord-Est, statul Niger din Niger și regiunea Camaguey din Cuba. În identificarea profilului antreprenorial al întreprinzătorului rural au fost folosite baze de date statistice naționale de la nivelul fiecărei țări și internaționale (ex. INS, National Bureau of Statistics of Nigeria, La Oficina Nacional de Estadísticas de Cuba, EUROSTAT). Au fost identificate trăsături referitoare la mediul de proveniență, nivelul studiilor, vârstă, sex etc.

Cuvinte cheie: întreprinzător, întreprindere, profil, ruralitate, dezvoltare.

Introduction. The entrepreneurship is a dynamic process in which new companies emerge, present companies grow and those unsuccessful disappear (Spychalski 2005). This represent the main characteristic of the entrepreneurship followed by innovation where new products and services and new production methods are introduced by companies that have identified new market opportunities or better ways of satisfying current demand (Kalantaridis 2006). This is best shown in rural entrepreneurship where it is crucial for a business to be consumer oriented and have a clear market. A third characteristic of (rural) entrepreneurship is that of small business that tend of identifying with their owners (Jack & Anderson 2002). Based on the above mentioned characteristics, the entrepreneurship process is defined as “the manifestation of the abilities and desires of individuals on their own, as a team, in or outside an existent organization to:

- a) Perceive and create new economic opportunities (new products, new production methods, new organizational structures and new product marketing methods);
- b) Introduce the own ideas to the market, facing uncertainty and surpassing obstacles, by making decisions on the spot, training and using institutions and resources” (Wennekers & Turik 1999).

In a study about the rural entrepreneur, the image of the person willing to start a business in the rural environment appears idealistic, the rural entrepreneur being considered “independent, capable of taking chances, results-oriented, optimistic,

confident in their powers, hardworking and innovative” (Hoy et al 1980). Also, it was noted that rural entrepreneurship should be clearly focused on creating new workplaces by implementing investments in rural communities.

In essence, rural entrepreneurship represents that type of entrepreneurship that is able to offer added value to all type of rural resources (natural, material, financial, human) in rural areas rendering in this process mainly rural-based human resources (North & Smallbone 2000).

Material and Method. As research methods, in preparing this study, two types of methods were used: statistical clustering and the statistical comparison.

Primarily, a basic research was undertaken in the INS, National Statistics Institute of Nigeria and La Oficina Nacional de Estadísticas de Cuba databases, doubled by research in the EUROSTAT Regional Statistics Yearbook.

The statistical clustering method was than utilized to distribute the obtained information into groups of homogenous units based on certain pre-established key characteristics such as level of development of enterprise, level of technical endowment, turnover and others (Olenczuk-Paszal 2008). The statistical comparison was then used to create a comparative model of the entrepreneurial of the rural entrepreneur, using a mixt model (spatial and temporal) which combines the following characteristics:

- The temporal statistical comparison consisted of analyzing the evolution of the entrepreneurial profile in the researched areas for a 5-year period and establishing the evolution trend;
- The spatial statistical comparison consisted in the confrontation obtained in different communities of the same region in year to equalize the outcome;

The mixt statistical comparison combines these two models of analysis (Fieldsend & Boone 2008).

Results and Discussion. In the North – East Development Region of Romania, the following entrepreneurial profile was identified (Table 1):

Table 1

Entrepreneurial profile of the rural entrepreneur in the North-East
Development Region of Romania

Characteristic	%
Average age at the time of initiating the business	46
Sex	Male (86.2%)
Level of studies	Secondary (high school) (72.2%)
Environment of origin	Rural (72.34%)
Creator/Buyer of business	Creator (82.1%)
Manager/Owner	Manager (85.6%)
Migrant/Inhabitant	Inhabitant (68.3%)

As shown in Table 1, the typical rural entrepreneur in the North-East Development Region of Romania is a 46-year old male, originating in the rural environment (72.34% of the cases in the same village in which the business is started). His level of studies is secondary in most cases (72.2%). The Moldavian rural entrepreneur is the creator of his own business (in 82.1% of the cases), assuming the role of the manager the majority of the time (85.6%). This is caused, mainly, to the lack of financial resources necessary to employ a specialized manager. In general, the rural entrepreneur doesn` t think of migrating to a major urban center in close proximity (68.3%), he living in the rural community in which the business is located (Vintila et al 2009).

The entrepreneurial profile of the rural entrepreneur identified in the Niger state of Nigeria presents the following characteristics (Table 2):

Table 2

Entrepreneurial profile of the rural entrepreneur
in the Niger state of Nigeria

Characteristic	%
Average age at the time of initiating the business	33
Sex	Male (96.8%)
Level of studies	Secondary (high school) (88.7%)
Environment of origin	Rural (81.6%)
Creator/Buyer of business	Creator (92.1%)
Manager/Owner	Manager (98.3%)
Migrant/Inhabitant	Inhabitant (96.26%)

In the case of the entrepreneurial profile of the rural entrepreneur identified in the Niger state of Nigeria, it can be noticed a high variation of the age at which the first business is initiated in comparison with the North-East Development Region of Romania. The average age of the rural entrepreneur is of 33 years while the majority of rural entrepreneurs (96.8%) are male. Most of them have secondary studies (88.7%) are originate from the rural environment (81.6%) in which they initiated their businesses (92.1%). 98.3% of all Niger state rural entrepreneurs are the managers of their businesses being inhabitants (96.26%) of the region in which the business is located.

In the Camaguey region of Cuba (see Table 3), the entrepreneurial profile of the rural entrepreneur describes us a 29-year old male (78.2%) with secondary studies (72.3%) which originates from the rural environment (71.48%). He is, in most case, the creator (89.8%) and manager (89.4%) of his own business. He doesn't think of migrating from the rural community in which his business is located and of whose his inhabitant is (91.12%).

Table 3

Entrepreneurial profile of the rural entrepreneur in
the Camaguey region of Cuba

Characteristic	%
Average age at the time of initiating the business	29
Sex	Male (78.2%)
Level of studies	Secondary (high school) (72.3%)
Environment of origin	Rural (71.48%)
Creator/Buyer of business	Creator (89.8%)
Manager/Owner	Manager (89.4%)
Migrant/Inhabitant	Inhabitant (91.12%)

The comparative analysis of the three entrepreneurial profiles (see Table 4) shows that the rural entrepreneur is represented by a 36-year old male (87.07%). This holds a secondary studies degree (77.73%), originating from the rural environment (75.14%) in which the business is located. Thus, the rural entrepreneur is the inhabitant of the community in which he initiates his first business; just 14.77% of all rural entrepreneurs thinking of migrating to urban centers in close proximity after the business is initiated. 91.1% of all rural entrepreneurs are manager of the businesses they created (88%) (Savitha et al 2009).

Table 4

Entrepreneurial profile of the rural entrepreneur –
comparative analysis

Characteristic	%
Average age at the time of initiating the business	36
Sex	Male (87.07%)
Level of studies	Secondary (high school) (77.73%)
Environment of origin	Rural (75.14%)
Creator/Buyer of business	Creator (88%)
Manager/Owner	Manager (91.1%)
Migrant/Inhabitant	Inhabitant (85.23%)

Regarding the motivations and fears tied to starting rural enterprises (CAPRU 2006), these are different from country to country, being influenced by country specific conditions (Gerasymchuk 2009) (see Table 5).

Table 5

Motivations and fears of the rural entrepreneur

Motivations	Fears
- Living the dream;	- Low rentability and viability of the enterprise;
- Need for autonomy;	- Weight of administrative duties;
- Family continuity;	- Impact on personal life;
- Power of decision;	- Conflicts inside family businesses;
- Capitalization of own goods;	- Lack of experience;
- Innovation;	- Fear of being unable to work;
- The continuity of knowledge;	

Conclusions. The entrepreneurial profile of the rural entrepreneur identified in the North-East Development Region of Romania, the Niger state of Nigeria and the Camaguey region of Cuba through the statistical clustering and statistical comparison methods shows that the typical rural entrepreneur is a 36-year old male (87.07%) who started his first business in his rural originating environment having as a motivation the need for autonomy and the power of decision given by this. The capability of innovation and that of "living the dream" of having your own business is also one of the most powerful motivations. The fears that have been identified to rural entrepreneurs that are the managers of their own business (91.1%) are, mainly, those related to the low rentability and viability of the company, the weight of the daily administrative duties and the impact that the company holds on the personal life of the entrepreneur.

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