

THE IMPACT OF REMODE AQUACULTURE TRAINING PROGRAM ON INDIVIDUAL ATTRIBUTE OF POTENTIAL RURAL ENTREPRENEURS

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Abstract: *The objective of this paper is to reveal the finding of individual attributes in socio-economic changes for the participant that involve in Rural Entrepreneurship Model (REMODE) training program. The previous study on rural entrepreneur related to socio-economic in manufacturing and construction. Therefore, this study fills in the gaps by examining the aquaculture industry as a field to a new start-up venture that influences the wellbeing of a potential rural entrepreneur. Qualitative research methodology has been adopted to achieve this goal. The purposive sampling method was used to select 15 respondents in rural. Data were collected using a semi-structured interview. The finding indicated that there are changes in individual attributes before and after joining the REMODE training program.*

Keywords: *Individual, Attributes, Rural Entrepreneurs, Training, REMODE*

Introduction

Training context in this study is about the entrepreneurship education that prepares people to be responsible and enterprising individuals and at the same time help them in skill development, deliver knowledge and favourable attitude in achieving the target they set out for themselves. In addition, the entrepreneurship training program is about teach the trainees to put the theory into practice and enable them to comprehend the entrepreneurship concept (Oosterbeek, Van Praag, & Ijsselstein, 2010). Fairlie and Holleran (2012) indicate that the individual who are risk tolerant benefit more from entrepreneurship training program compared to the less risk-tolerant individual.

Rural Entrepreneurship Model (REMODE) of Aquaculture Training Program experienced a very meaningful performance improvement among rural participation. This program is one of the alternatives to nurturing entrepreneurs in order to eradicate poverty among rural participation.

Research Problem and Purpose

A case study of potential rural entrepreneur is to investigate the change of individual attributes in REMODE training program. The participation of rural entrepreneurs also explain the extent of implementation of the new changes in socioeconomic could experience the success when individual in the organization are in readiness state for change which reflects from the theory of Fishery SIA Model expressed by Pollnac et al. (2006) . The Fishery SIA Model was used in the study to look at the suitability of the pattern set forth in the theory with the evidence found in the field.

Explanation was built when new changes in individual attributes were found. Research questions are: 1) what are the past and present individual attributes of potential rural entrepreneurs? 2) Why the differences between the past and present of social and economic values exist? Based on the research questions, the research was conducted with the aim of: 1) to investigate the past and present social and economic value of the potential rural entrepreneurs that involve in entrepreneurship aquaculture training program and 2) to explore the reason on changes of social and economic value of potential rural entrepreneurs that involve in entrepreneurship aquaculture training program. The result of the research will enrich the construct theories of individual attributes and changes of socioeconomic in the context of rural training participation in Kelantan.

Theoretical Background

Individual Attribute in Training Program

Attributes defined as the concept having an associate relational interpretation that allowing them to act as conceptual component as well as concept on their own (Guarino, 1992). The individual attributes in the study can be analysed based on psychological factors of individual attributes on pre and post training assessment. According to Brassai, Piko, and Steger (2011), the psychological health was strongly related to the meaning of life as the protective factor in study through the pleasant and unpleasant emotion in human. The psychological well-being described the pleasant emotion of individual through self-determination, goal achievement and personal strength (García-Pereiro & Dileo, 2015). However, the one who faced the lower level of life satisfaction would expose to the psychological and behaviour problem (Park, 2004).

Rendering to Echtner and Ritchie (1991), individual attributes influenced by the overall impressions and feeling. For instance, in the tested model of pre-training self-efficacy and motivation in previous research by Bandura (1977), Tracey, Hinkin, Tannenbaum, and Mathieu (2001) indicated that the self-efficacy occurred when the individual belief that he or she can perform the task given. Psychological factors of individual enable to know the capabilities of individuals to cope successfully in the face of adversity (Pollnac et al., 2006). The individual play a different roles in determining the training and learning outcomes (Gully & Chen, 2010). By knowing the respondent's effect of psychological, the researcher enables to measure whether the training is success or vice versa.

The direction of the culture is moved due to the respect of success in any merger that hinges on individual perceptions about the manner in which process is handled (Kavanagh & Ashkanasy,

2006). The previous study by Hollingshead (1998) showed that the practicing individually or group did not have significant effect on individual performance.

According to Armstrong (1988), training defined as the systematic development of the knowledge, skills and attitudes required by an individual to perform adequately a given task or job (Somasundaram & Egan, 2004). Training necessary to individual at any level of organization, however the scope of grouping of application is differs significantly (Sharma & KU, 2013). The individual more appreciate on their deficiency in terms of knowledge, skill or attitude (Sharma & KU, 2013). Therefore, the self-assessment is vital in securing positive attitude of mind while involved in the training. Indeed, the development chances outside the work environment caused the individual become aware their level of skill and knowledge (Sharma & KU, 2013). Training have short-term and long-term effects on real life especially on the individual's career or source of income (Heise & Meyer, 2004). Training relies to the preparation of individuals for employment in regard of education growth (Heise & Meyer, 2004). In line with the finding by Nangpiire & Inanga (2012), it can be conclude that training has minor improvement on the affordability of health care of participant (Alhassan & Iddrisu, 2015).

Conceptual Model of the Study

Fishery SIA Model by Pollnac et al. (2006) is selected because it suit well in understanding the social and economic aspects in community life such as fisheries management and education program (Hall-Arber, Pomeroy, & Conway, 2009). In regard of the Fisery Model, the Ricker spawner-recruit model played a vital part in fishery science for years (Levin & Goodyear, 1980). The common estimation of the fishery model is the growth, recruitment and gear selection model. However, the Fishery SIA Model is suitable to apply in order to estimate the changes in assessment (Jepson & Colburn, 2013).

Kavanagh and Ashkanasy (2006) suggested that the existing human resources within organization, both as leader and follower is the primary factor in determining the victory and failure of a strategic change initiative. The planned or initiative will not happen when an individual or organization does not believe the need of changes (Moran & Brightman, 2001). Based on theory put by Pollnac et al. (2006), the Fishery SIA Model influence the individual support in the form of promoting changes is needed in order to ensure there were positive dimension of changes in socioeconomic. In some previous study outside Malaysia, the efficacy was found as individual attribute which has positive influence on changes in socioeconomic in rural community (Alhassan & Iddrisu, 2015). The efficacy or self-confidence to success defined as the believe in one's ability to mobilize cognitive resources in order to achieve the outcomes (Bénabou & Tirole, 2002). In addition, the attachment in training may affect the emotion and action within individual to make changes in effort (Gross & John, 2003).

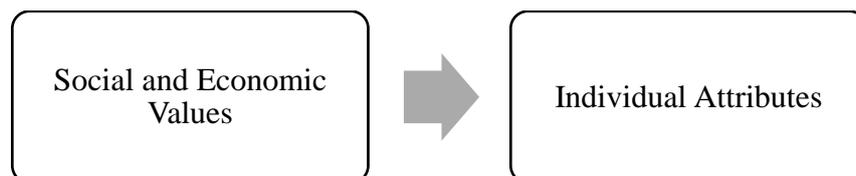


Figure 1: Conceptual Model of Study

Figure 1 is the conceptual model of this study that relies on ex-ante and ex-post in aquaculture in REMODE training programme. The conceptual model investigated the individual attributes

during ex-ante and ex-post participation in REMODE training programme which would reflect their socio-economic values. The individual participants earned the opportunity to give feedback to their trainer about the lesson based on training (Mavin, Lesley, & Fiona, 2010). The benefit of the training can be evaluated for ensure the positive value of the training. Measuring the behavioural change in individual is challenging (Kober, 2014). The ex-ante and ex-post is a common form of evaluation derived from the training program in terms of knowledge improvement of the participants. It is useful to compare the scores before and after the training in order to know the changes in individual attributes. Rendering to Kirkpatrick in the previous study by Kober (2014), it is best to perform an evaluation before and after the training as it is possible to define the kind of behaviour that participant have after the training involvement. Normally, the strategy is to measure the changes in individual behaviour before the training and then the researcher measure the behaviour again after the training in order to see the change has occurred (Kober, 2014).

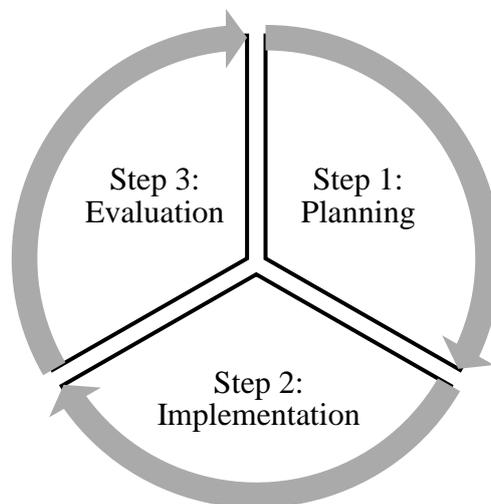


Chart 1: Training Management Cycle

Source : Torres, Preskill, and Piontek (2005)

Based on previous research by Torres et al. (2005), training management cycle divided into three major steps: which were, planning in any action taken, then implementation of what have been planned and final step is evaluation. The result of the training evaluation must be reflected the next phase of training planning in order to increase future performance of training program. This training management cycle is necessary in order to assess whether the training program were suitable in terms of contents of training, timing, participants and other aspects. Training should bring about appropriate changes in attitudes toward individual improvement in competencies (Somasundaram & Egan, 2004).

Apart from that, Goldstein and Ford (2002) referred training as systematic approach to learning and growth to develop individual, team and organizational efficiency (Aguinis & Kraiger, 2009). Besides, there is documented evidence that training activities have a positive impact on the performance of individuals and teams (Aguinis & Kraiger, 2009).

REMODE Training Program

The Rural Entrepreneurship Model (REMODE) is the example of entrepreneurship training program for aquaculture industry which was spearheaded and championed by Universiti

Malaysia Kelantan (UMK) as sustainable solution for poverty eradication. This program utilizes the existing and untapped ecosystems to nurture rural entrepreneur. The objective of REMODE training is to execute entrepreneurship training program according to the ecosystem necessary to facilitate the aquaculture business and provide input of the suitability and challenge of training programme.

The trainees trained based on six modules whereas each module require one whole day to finishing the training. The trainers consist of entrepreneurship expert from UMK and other agencies. The topics covered from the six modules are clearly summarized as Table 1.

Table 1: REMODE Module by Chapter

MODULE OF REMODE TRAINING PROGRAM	
Chapter 1	Reflection of Entrepreneurship
Chapter 2	Enterprise
Chapter 3	Management of Enterprise
Chapter 4	Management of Aquaculture Operation
Chapter 5	Development and Evaluation of Enterprise
Chapter 6	Sustainability and Growth of Enterprise

By the end of training programme, the rural participant could acquire new knowledge on how to set up new business and sustain them. They also exposed toward Business Model Canvas (BMC) flow and comprehend about the Government Agencies and Government Licenses Companies (GLCs) that can be referred to in order to get fund and guidance in the field of business. The willingness to share knowledge and expertise was essential for attainment of successful training (Dawe, 2003).

The Relationship of the Training and Socio-economic

In general, the utilisation of social and economic to assess the impact on the training program is still limited in regard of rural entrepreneurs. According to Kavanagh and Ashkanasy (2006), social identity originated from memberships in social groups and difference with personal identity that indicates a person’s personalities as a unique individual . There is little can be said that the economic impact on the poor despite of numerous training programme offered (Alhassan & Iddrisu, 2015). Generally, training improve the participants socio-economic through business (Alhassan & Iddrisu, 2015). The previous study by Foley (2007), indicated that there is strong relationship between socio-economic status and educational training participation. Thus, it shows that educational tool through training would influence the socio-economic of trainees. Training would increase the quality and quantity of community vocational education in rural areas (Narasingappa, 2010). Other than that, the training also necessary strategy in order to develop socio-economic status of people and eradicate the poverty (Narasingappa, 2010).

Therefore, the successful of the training influence the positive socio-economic status of potential rural entrepreneurs.

Research Methodology

Qualitative research method used as the research design in the study to investigate the ex-ante and ex-post socio-economic value that regard to the entrepreneurship training program. The qualitative research method required in measuring people’s behaviour, perceptions, opinion and

values (Wang, 2010). The qualitative research scrutinizes the data directly from the fieldwork observation, in-depth, open interviews and written documents (Patton, 2005). The benefit of the qualitative is the information is more rich and has deeper insight into phenomenon of the study.

Meanwhile, Thomas (2006) applied a general inductive approach in analysing qualitative evaluation data. The purpose of using inductive approach were to (a) precise raw textual data briefly, (b) launch clear links between the evaluation or research objective, then (c) set up a framework of underlying structure of experiences or processes that evident in raw data (Thomas, 2006). Moreover, the qualitative case study supports the researcher in explore how a potential rural entrepreneurs exhibits their experience through their current economic and living status. The unit of analysis of the study are 15 individuals that participated in REMODE training programme which consists of bottom 40, who lives in rural areas in Kelantan. The rural areas which covered in the study were Bachok, Tumpat, Jeli and Gua Musang.

Finding

In regard of REMODE training, there are the changes on individual attributes of potential rural entrepreneurs after involving in training program. From the interview data, it was identified that the individual attributes expressed the changes as the individual participant acquire new knowledge from participation in training.

Acquire New Knowledge

Twelve respondents (R1, R2, R3, R4, R5, R6, R7, R10, R11, R13, R14 & R15) felt that the REMODE Aquaculture Training Program has positive impact to the individual knowledge in the field of business and entrepreneurship. Puan Hanisah Nordin, Puan Rohani Zakaria, Puan Siti Aminah Mat Saman dan Puan Azmiza Alias (R1, R11, R13 & R14) said that expressed their opinion that, *“Before the training they did not know to manage the business account. However, the training help them to learn more in accounting management as they manage to separate the capitalm saving portion and revenues.”*

Another comment by four respondents which were R1, R2, R3 and R4 indicated that, *“After the training participation, we are able to learn more about the promotion strategy through the Facebook, smartphone compared than before.”* Therefore, their feedback shows that the knowledge in promotion and financial management helped the participant expand their business and increase the target customer as they are able to reach the customer easily compared to before participate in REMODE training program.

More Brave

From the interview data, nine (R2, R3, R5, R6, R8, R9, R12, R13 & R14) out of fifteen respondents shared that the training made them more brave in the field of entrepreneurship. Before involved in the training, they just sell the same thing and not brave enough to diversify their product. They do not dare to take the risk.

According to Encik Helmi Abdul Rashid, after the training their product is more variety and focus on one product only. He said that, *“My sale menu increased after the training participation. Previously I just prepared the soup only, but now I am able to serve cattle soup, nasi lemak and nasi kerabu for my customer.”*

The training makes the respondents more brave in facing the risk by diversified their product. Other than that, the brave part also consists of the ability to confront with the other participant as experienced by four respondents (R8, R9, R12 & R13). They shared that, they are quite shy in confront with other before involve in training. They said, “Previously I am feeling shy to confront with the customer, but after the training my self-confident increase. So, we become braver.”

Therefore, this REMODE training increases the respondent confidences in marketing their products and confronts the business risk.

Conclusion

The training and development of training need to be delivered in theory and practical lessons that benefits to the rural participant and enable them to transfer their knowledge and skills to benefits al the key stakeholders. Training programme is effective only to the extent that the skills and behaviours learned and practices in real life. Different individual may have different interest in learning attitudes and psychological. By participated in the training, the trainees are able to make better decisions regarding their new or current business, improve the marketing skill and effectively manage the cash flow. In overall, the study shows that there is individual changes and improvement after join the REMODE training program.

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