

AGRICULTURAL PERSONNEL ENTREPRENEURIAL SELF EFFICACY AND JOB PERFORMANCE: AN APPLICATION OF STRUCTURAL EQUATION MODELING

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ABSTRACT

Personnel work perceptions and their job performance are indispensable to achieving organizational objectives as well as maintaining competitive advantages and performance efficiency. This study assessed how agricultural personnel perceive entrepreneurial orientation (EO), entrepreneurial management (EM), entrepreneurial self efficacy (ESE), and job performance (JP); and examined the causal relationships among these constructs. Model formulation was based on a random survey of agricultural personnel (n=80) of Karaj city agricultural jihad organization from Iran country. Data was analyzed through descriptive statistics, confirmatory factor analysis, and the structural equation modeling. Results showed that agricultural personnel perceptions of entrepreneurial orientation and entrepreneurial management both positively affected their entrepreneurial self efficacy and job performance. Moreover, results of structural equation modeling indicated that agricultural personnel entrepreneurial self efficacy perceptions had a strong effect on their job performance ($\beta= 0.87$, $p < 0.01$). Overall, results of this study indicated that agricultural personnel entrepreneurial self efficacy perceptions were fully mediated the effects of entrepreneurial orientation and entrepreneurial management antecedents on their job performance. The mediation model provided evidence that entrepreneurial orientation and entrepreneurial management antecedents have significant scores on agricultural personnel job performance because they perceive the level of their entrepreneurial skills as desirable toward their work environment. Finally, a number of suggestions on improving mentioned relationships toward increasing agricultural personnel entrepreneurial self efficacy perceptions and their job performance simultaneously were proposed.

KEYWORDS: Entrepreneurial Self efficacy (ESE), Job Performance (JP), Entrepreneurial Orientation (EO), Entrepreneurial Management (EM), Agricultural Personnel, Iran