



# Rural entrepreneurship: a historical approach

## Emprendimiento rural: una aproximación histórica

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### Abstract

*This work shows the historical evolution of the role of the rural entrepreneur, the roles assumed according to the changes of context over time and new conceptualizations around rural entrepreneurship that should no longer be seen only as linked to the agricultural function, but to the territory, which gives room for other types of non-agricultural enterprises to be cemented in rurality and be considered as rural entrepreneurship. This work was carried out thanks to an in-depth exploration and subsequent collection of bibliography from databases in the period from 1756 to 2018, defining a search equation that allowed finding 5220 documents and after a refinement and the use of the bibliographic manager Mendeley®, a total of 443 documents remained, which were processed, read and categorized in a bibliographic matrix.*

*As a result, a conceptual evolution of the role of the entrepreneur is observed, characterized by several roles and descriptions, as well as of rural entrepreneurship, which is seen as the creation of a company in a rural environment and where it no longer depends only on the agricultural function, which opens the way for the development of other types of non-agricultural businesses in the territory, bringing with it a new approach to explore in the literature on entrepreneurship.*

### Resumen

Este trabajo muestra la evolución histórica del papel del emprendedor rural, los roles asumidos según los cambios de contexto en el tiempo y nuevas conceptualizaciones entorno al emprendimiento rural que ya no debe ser visto solo como vinculado a la función agrícola, sino al territorio, lo que da espacio para que se establezcan otros tipos de empresas no agrícolas en la ruralidad y sean considerados como emprendimiento rural. Esta labor se realizó gracias a una exploración en profundidad y posterior recopilación de bibliografía de bases de datos en el periodo comprendido entre 1756 a 2018, definiendo una ecuación de búsqueda que permitió encontrar 5220 documentos y después de una refinación y la utilización del gestor bibliográfico Mendeley®, quedó un total de 443 documentos, que fueron procesados, leídos y categorizados en una matriz bibliográfica. Como resultado se observa una evolución conceptual del papel del emprendedor que se caracteriza por tener varios roles y descripciones, así como del emprendimiento rural, el cual es visto como la creación de una empresa en un entorno rural y donde ya no depende solo de la función agrícola, lo que abre paso para que se desarrollen otro tipo de negocios no agrícolas en el territorio, trayendo consigo un nuevo enfoque por explorar en la literatura sobre emprendimiento.

### Keywords | palabras clave

*Entrepreneurship, rural, history, typology, agricultural, entrepreneur, evolution, conceptual.*

Emprendimiento, rural, historia, tipología, agrícola, emprendedor, evolución, conceptual.

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## 1. Introduction

At the beginning of the 20th century, rural areas concentrated the majority of the world's inhabitants (Galpin, 1918); however, industrialization in certain territories generated population migration to large cities (Casson & Casson, 2014; Farley, 1937), motivated by the opportunities they generated such as the educational development of children, the possibility of finding better-paid jobs, the search for greater stability and economic certainty, or ease and better propensity to start businesses in an urban environment, in the face of an uncertain rural scenario (De Jong & Fawcett, 1981; Mazumdar, 1987). This brought with it the depopulation of rural areas (Frederick & Long, 1989; Watkins, 1907).

The industrialization of the cities brought with it economic progress; while rural areas became stagnant and isolated in their role as providers of raw materials with little or no added value (Harris, 1969; Tauger, 2010); market conditions have made it necessary for rural entrepreneurs to continually change and assume new roles in the process of creating a business and sustaining it over time, which becomes a constant challenge, given the less competitive rurality compared to urban environments (Harpa & Moica, 2014). A situation that could be improved with the arrival of new settlers who would allow counter-urbanization processes, attracting people from urban environments to rural ones (Stockdale, 2016).

In this process, an evolution of the role of the rural entrepreneur has been noted as well as of the different typologies that it assumes depending on the historical changes of the period and the context (Arias & Ribes, 2019), for this reason, it is necessary to establish a historical perspective that denotes the changes occurred in the entrepreneur and the roles assumed by them over time.

This article shows different milestones related to the historical path from a subordinate farmer from the feudal era, to becoming a businessperson and where the agricultural function, with which rural entrepreneurship was framed and which constitutes the current imaginary, is conceptually delimited in the modern sense, opening space so that non-agricultural entrepreneurships that are developed in a rural area can be considered as rural entrepreneurship.

Taking into account the above, this work has sought to reduce the existing knowledge gap at the historical and conceptual level of the rural entrepreneur, which becomes key to understanding the phenomenon and establishing a baseline for the development of new works in the area.

## 2. Corpus selection criteria

The search for the historical background is key for knowing the evolution of theoretical and research development (Gómez et al., 2015), which in this case is related to rural entrepreneurship; seeking to know the changes related to the role of the rural entrepreneur and entrepreneurship itself over time, for this reason, a systematic and orderly search for information is proposed using bibliographic and analytical content matrices (Corbetta et al., 2007).

The exploration of the information was carried out using the Boolean operators "AND" and "OR", and using the expressions: "entrepreneur", "entrepreneurship", "rural" and "agriculture"; which allowed generating the following search equation, according to the parameters exposed by Codina (2017):

$$(Rural \text{ OR } agriculture) \text{ AND } (entrepreneur) \quad (1)$$

The equation above was used in bibliographic databases such as Scopus, Web of Sciences (WOS), and journals with a JCR impact indicator for the period (1965-2018); and for the oldest documents, JSTOR and Google Scholar were used in order to identify the first allusions regarding rural entrepreneurship.

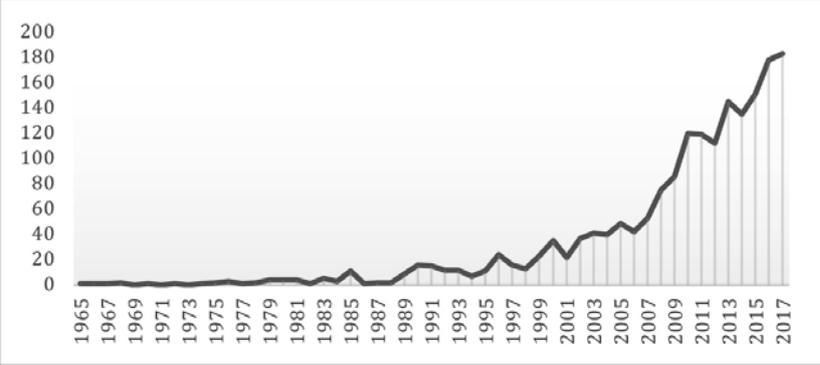
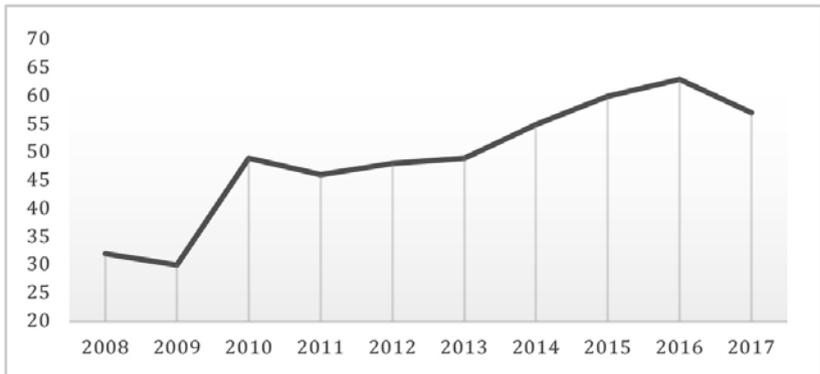
Although Google Scholar collects a greater amount of information in the period 1756-2018 (143,000 results); Only the period 1500 to 1900 was taken into account, given that there were inconveniences previously reported by researchers that still persist; such as incorrect titles and citations (Adriaanse & Rensleigh, 2013, p. 741), in addition to multiple copies of the same document (Pato & Teixeira, 2016); therefore, the following years (1900-2018) were covered with the other databases.

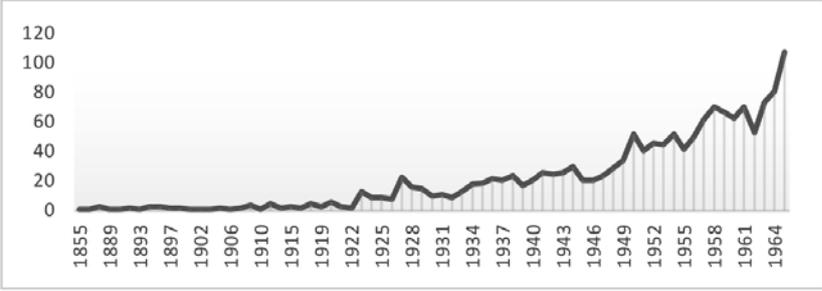
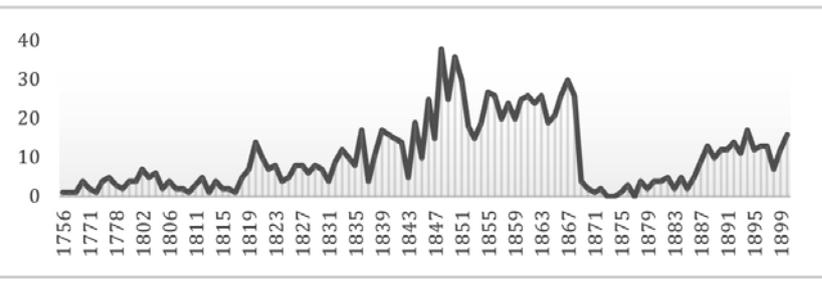
The search yielded a total of 5,220 documents between 1,763 when the oldest publication was found, up to 2018 (See Table 1); Subsequently, titles and abstracts were analyzed, in which it was sought to identify explicitly and as an exclusionary criterion; allusion to the subject of entrepreneurship or the agricultural and/or rural entrepreneur.

As a result of the above, 443 documents were detected; which were introduced to the Mendeley® bibliographic manager; making annotations and index cards during the reading process, which began on May 8, 2017, and ended on April 17, 2018. The bibliography was classified in chronological order, developing a matrix in Excel, allowing the relevance and contribution of each one of the authors for the period addressed to be defined (1756-2018).

**Figure 1**

*Number of documents found*

Database	Number of documents	Evolution of the number of documents published in the analyzed period
SCOPUS	1881	 <p data-bbox="608 1581 783 1615"><i>Note. Scopus.</i></p>
WEB OF SCIENCE (WOS)	503	 <p data-bbox="608 2033 890 2067"><i>Note. Web of Science.</i></p>

JSTOR	1711	 <p data-bbox="611 551 778 584"><i>Note.</i> JSTOR.</p>
GOOGLE SCHOLAR	1125	 <p data-bbox="611 887 887 920"><i>Note.</i> Google Scholar.</p>
<b>Total documents</b>		<b>5220</b>

The results are presented chronologically, indicating the changes of period, context and role that the rural entrepreneur has suffered in the period from 1756 to 2019. They reflect the path of the subordinate peasant to then become an entrepreneur, but also the roles that rural entrepreneurs have assumed with the aim that their business initiatives prosper over time. It was also found that the concept of rural entrepreneurship has distanced itself from the imaginary that only obeys the agricultural function, to make room for new conceptualizations that include other types of non-agricultural entrepreneurship in the rural sector, generating new typologies of rural entrepreneurs.

### 3. Debates on the state-of-the-art

Agriculture has historically promoted the economic development of nations and access to land and the means of production have been essential for the prosperity of nations, and for those who have historically sought to expand their power and influence (Arias & Ribes, 2019).

The empires based their power structure from the Middle Ages on the development of feudal systems until the 15th century that “distributed power and income among increasingly autonomous landowners, linked to a certain peasantry” (García-Cotarelo, 1979, p. 224) and where the owner was the one who made the decisions about what and how to produce (Cervera Ferri, 2008; Danvila, 1779); In this context, the farmer was subordinate, had no right to property and had to pay taxes (Boutruche & Pontieri, 1995).

The feudal system falls into crisis due to epidemics that reduced the population, famine due to bad harvests, conflicts and ideological changes (Borrero-Fernández, 2007); it weakens the system and creates the basis for the transition to a capitalist economic system that replaced feudalism at the beginning of the 16th century (Stern, 1987).

In the seventeenth century, agricultural work was carried out in Western and Mediterranean Europe by free peasants, “whose taxes, rents and tithes constituted the bulk of the income of the state, the landed nobility and the state. [...] There were also wealthy farmers who hired labor to produce for the market” (Bergin, 2002, p. 27).

This brought discontent to the people, added to an anti-monarchist current that was promoted by the period of enlightenment in the 18th century and where the peasant was considered as a businessman. In this regard, Cantillon (1756) considers that: “the farmer is a businessman who promises to pay the owner for the farm or the land a fixed amount of money, without being sure of the advantage he has” (p. 64) which portrays the individual as a risk taker (Casson, 2010).

On the other hand, Mirabeau (1763) proposes a critique of the role of the peasant and his taxation by the owners and the State itself, mentioning that:

The owner’s interest includes that of the state, and both go against his dearest interests, sending or diverting the benefits of the farmer. This reason touches any farmer, whether he is an entrepreneur or a farm worker. (p. 15)

The French Revolution that occurred in the 18th century sought, among other aspects, the liberation of the peasant and his lands. At the same time, the sale of confiscated goods to the clergy and the aristocracy allowed access of the peasants to the property; however, the capitalist mode of production differentiated the peasantry “due to the polarization between capital and wage labor” (Calatrava, 1996, p. 110), added to this the bourgeois revolutions that allowed the creation of institutions “to develop the capitalist mode of production” (Aparicio, 2013b, p. 60).

Capitalism promoted accumulation and the search for control of the means of production (Hollander, 1894; Smith, 1976); in this context, farmers could work as peasants or tenants and sometimes progress to become owners and generate surpluses to sell on the market as they made good decisions (Ise, 1920).

### **3.1 The farmer as entrepreneur**

Access to land ownership for agricultural purposes became easier for those interested in owning land in the United States, encouraged by the “Homestead” Act of 1862; in which the settlers and the landless could access the securitization of up to 160 acres, per family, on land that belonged to the state (Ross, 1929; Shannon, 1936). This possibility is one of the causes of the population expansion due to the increase in the birth rate and the strong European migration that quintupled the number of inhabitants (105.7 million); during the period from 1850 to 1920, which constituted the largest free market in the world (Aparicio, 2013b).

The industrialization initiated in Europe and the United States generated in the mid-nineteenth century and the mechanization of agriculture, which lowered the labor requirements, promoted the migration of rural workers to urban areas, seeking better living conditions (Frederick & Long, 1989).

In this period (1850-1920), the authors usually considered the field worker who aspired to be a farmer, as a process where the young person had to learn agriculture, to save in order to buy and establish his own farm (Carver, 1911) and where market changes demanded that the farmer be trained for the development of rural businesses based on technique and production (Butterfield, 1905), looking for the rural business to be similar to those developed in the city (Bernard, 1917).

The role of the farmer as entrepreneur is addressed by Schultz (1939), who mentions that:

The farmer as entrepreneur must do two things. He must formulate the price and the technical rates that he expects. He must then develop a production plan based on his expectations that will make optimal use of his resources. The expectations cover the former and the plan covers the latter. (p.577)

### **3.2 The rural entrepreneur as a person who innovates and takes risks**

The literature developed between 1920 and 1970, is wrapped in a context in which the First and Second World Wars took place and in which the hegemonic role of the North American economy is consolidated. In this period, the great depression occurs in 1929, whose effects go until 1932, which originates from the speculation and optimism of investors who did not measure the risks, generating a speculative bubble that caused a great economic depression (Aparicio, 2013a).

The risk and the motivation to obtain profits in an environment of uncertainty seems to permeate the literature of the time; in which authors such as Knight (1921), highlight the role of the entrepreneur as an individual who should take risks, although he would not necessarily receive the equivalent return of what he invested (Frederick & Long, 1989); and even he could lose his money depending on the level of exposure, which can sometimes leave him in debt.

Given the high levels of competition, provided by technical developments in agriculture; it required the farmer to become more technical and incorporate science to improve his productivity, combined with adequate management, reducing financial risk (Nourse, 1930) and expanding his capabilities (Stigler, 1937); to better participate in the markets (Foster, 1953; Schultz, 1939), which is applicable to the rural entrepreneur.

### **3.3 Rural entrepreneur motivated towards multi-activity, specialization or the development of non-agricultural work**

The environment plays an important role and motivates the individual to become a rural entrepreneur (Harris, 1969), requiring a combination of psychological and environmental factors (Chaudhuri, 1976), in which the person collects an idea from their context and transforms it into a commercial opportunity (Bryant, 1989); however, the entrepreneur is limited in their autonomy, due to the external control of others and of forces external to them, which make them limited in making strategic decisions (Benveuti, 1975); where current circumstances raise the need for flexible entrepreneurs that can reorganize their businesses, although they do not necessarily own them (Acs, 2006; Herslund & Sørensen, 2004); sometimes leading to them playing more than one role (Hisano et al., 2018; Pindado & Sánchez, 2017).

Since the market is dynamic and not static, the entrepreneur must be aware of the changes in the environment and must detect the opportunities or dangers that this generates; which is framed in an environment of uncertainty and competition, which translates as pressure from the environment (Anderson, 2000), so that the entrepreneur seeks new sources of income and can ensure the commercial success of the rural business (Georgiana-Raluca et al., 2013); sometimes motivating him to become multi-activity; that is, develop more than one activity (Eikeland & Lie, 1999); seeking to diversify (Mook, 1978) or expand (Gray, 2002).

The multi-activity entrepreneur combines the work of the land, which is usually done part-time (Alsos et al., 2003; Eikeland & Lie, 1999), with other types of complementary activities (Schneider, 2009); which can be, essentially, agriculturally related to

the primary sector, or others where agricultural products are transformed and oriented towards other branches of the economy such as services, commerce, and industry (Schneider, 2009).

The literature on multi-activity mainly reports the development of activities linked to the service sector such as rural tourism (Fortunato, 2014; Urquijo et al., 2017); rental of properties and sport practice (Saito & Kanno, 1990); hunting, fishing, bird watching, and adventure (Eikeland & Lie, 1999); catering, accommodation and food (Bijaoui & Regev, 2015); culture, art, participation in festivals (Hjalager & Kwiatkowski, 2017); crafts, commerce and biodiversity (Müller & Korsgaard, 2018), organic agriculture (Hisano et al., 2018); environmental services and power generation (Ferguson & Hansson, 2015); as well as spa and personal care; being multi-activity the answer to improve the competitiveness of rural entrepreneurs and their businesses in the current situation (Haugen & Jostein, 2008). Although industrial production, commerce, services, or other practices can also be developed; without a necessary connection with agricultural activities but developing in a rural space, which is why Gerard McElwee (2008) calls this subject “non-agricultural rural entrepreneur”.

Specialization is another possible way that the rural entrepreneur can choose to be competitive, given that in a free market economy (Del Pozo & Lasanta, 1992) consumption is specialized, forming new niches that must be covered and that would generate better profit possibilities under a framework of sustainability (Schaller, 1993). This represents an alternative to competing in price as is usually done in the agricultural sector, which harms the interests of producers who end up receiving very little for their productive effort, falling into an intermediary network that takes most of the profits and where the inefficiency of this model ends up harming the final consumer who ends up paying dearly for the cost overruns of this process (Arias-Vargas & Rendón-Sierra, 2015; Molinari, 2006).

### 3.4 The rural entrepreneur and their typologies

The academic production of rural entrepreneurship is approached from different perspectives and contexts starting in 1966, which tried to establish roles and typologies (Arias & Ribes, 2019; McElwee, 2008; Pato & Teixeira, 2016), while the authors who focus on the conceptual themes begin with Fran Hoy in 1987 who pointed out in a conference that:

A popular image of a rural entrepreneur is “. . . independent in nature, risk-taking, achievement-oriented, self-confident, optimistic, hard-working and innovative”. He then stated that entrepreneurship “in a rural context focuses on creating new employment opportunities through the creation of new businesses.” (Today, 1987, pp. 7-8)

Al respecto Max Wortman en 1990 realizó una aproximación al concepto, indicando que “es la creación de una nueva organización que introduce un nuevo producto, sirve o crea un nuevo mercado, o utiliza una nueva tecnología en un entorno rural” (Wortman, 1990); mientras que Lafuente et al. (2007) describen el proceso como un conjunto de tres pasos comenzando con la intención influenciada por los modelos de roles y el contexto, luego la detección de la oportunidad y concreción de la misma y el establecimiento de las condiciones para convertirse en empresario rural.

The truth is that there is no longer talk of rural entrepreneurship as one oriented solely to the agricultural function, making room for other types of non-agricultural enterprises that are developed in a rural environment, such as services and even tech-

nology companies, which opens up a broad spectrum to analyze entrepreneurship in rural areas as a whole (Arias & Ribes, 2019).

Regarding the typologies, evolution is also seen in the way some authors such as Narayana (1966), Leibstein (1968), Lauwere and Verhaar (2002), and McElwee (2008) have attempted to classify rural entrepreneurs (See Table 2).

**Table 2**

*Typologies of rural entrepreneurs*

Type	Description	Authors
Innovative	They look for opportunities.	Narayana (1966)
Imitator	They adopt successful innovations.	
Fabiano	Cautious and skeptical.	
Drones	Refusal to take advantage of opportunities.	
Parasites	They take advantage of the government for their benefit.	
Routine entrepreneur	Carries out activities related to the coordination and maintenance of a farm.	Leibenstein (1968)
New type of entrepreneur	Performs activities necessary to create or develop a company.	
Economic	They create significant economic changes.	Lauwere y Verhaar (2002)
Socially responsible	They recognize that success must be balanced with a social and environmental role.	
Traditional producer	They focus on an activity that is guaranteed to be successful.	
New producers	Those who branch out into new but similar areas of activity.	
Shady businessmen	Reluctant to change.	
Farmer as farmer	Farmer whose economic activity is based on working the land.	McElwee (2008)
Farmer as Entrepreneur	Innovative, oriented to opportunities, changes, flexible and diverse economic activities.	
Farmer as a contractor	Farmer contracted for specific tasks.	
Non-agricultural rural entrepreneur	Entrepreneurs who have stopped farming to focus on alternative businesses that are not based on food production.	

*Note.* Own elaboration based on the cited authors.

Likewise, there are other authors who have not attempted to develop a classification of the roles and functions of rural entrepreneurs as such, but who have contributed to the fact of detecting different roles and functions that entrepreneurs can perform in rural areas (See table 3).

**Table 3**

*Types of rural entrepreneurs found in the literature*

Type of rural entrepreneur	Description	Authors
Active	They have a better vision, they look for opportunities, they push themselves and carry out actions to improve the rural company or create it.	(Hibbard, 1922), (Smit, 2004), (Llambí Insua & Perez Correa, 2004), (Llambí Insua & Perez Correa, 2004), (Pyysiainen <i>et al.</i> , 2006), (Vaillant & Lafuente, 2007), (Gerard McElwee, 2008), (Driga, Lafuente, & Vaillant, 2009), (Bosch & Gómez, 2010), (Isiorhovojaq, 2013), (Sserwanga, Isabella Kiconco, Nystrand, & Mindra, 2014), (Beldman, Lakner, & Smit, 2014), (A. Santos, Neto, & Serrano, 2016), (Pindado & Sánchez, 2017).
Passive	They can be profit-seekers, spectators of change, or they are also considered as individuals who depend on others or on the context.	(Smit, 2004), (Llambí Insua & Perez Correa, 2004), (Chaves, Magalhães, Benedetti, Blos, & da Silva, 2010), (Bosworth & Atterton, 2012), (Shahraki & Movahedi, 2017)
Flexible	Those with the greatest ability to reorganize their business.	(Smit, 2004), (Llambí Insua & Perez Correa, 2004), (Chaves, Magalhães, Benedetti, Blos, & da Silva, 2010), (Bosworth & Atterton, 2012), (Shahraki & Movahedi, 2017)
Restricted	Limited capacity that makes them vulnerable to change.	(Herslund & Sørensen, 2004)
Adaptive	Adapt their rural business to changes in the environment and the market.	(Herslund & Sørensen, 2004), (Steiner & Cleary, 2014)
Proactive	High level of recognition of opportunities, anticipation, flexibility and creative development.	(Chen & Yang, 2009), (Lang, Fink, & Kibler, 2014), (George, Parida, Lahti y Wincent, 2016)
Reactive	React to opportunities to take advantage of opportunities that sometimes turn out to be fleeting; for which a factor to consider is its ability to react.	(Michael William Patrick Fortunato & Alter, 2016)
Need	Someone who considers entrepreneurship in the rural sector because there are no options in the market.	(Maritz, 2004), (Acs, 2006), (Naude & Walt, 2006), (Williams, 2007), (Cabus, 2010), (Brünjes & Diez, 2013), (Langevang, Namatovu, & Dawa, 2012) (Figuroa Armijos & Johnson, 2013), (Lang <i>et al.</i> , 2014), (Van der Zwan, Thurik, Verheul, & Hessels, 2016), (Coulibaly, Erbao, & Metuge Mekongcho, 2018)

Type of rural entrepreneur	Description	Authors
Opportunity	Someone who spots a new opportunity or an existing underexploited one and seeks to start the business to take advantage of it.	(Galloway & Mochrie, 2006), (Naude & Walt, 2006), (Acs, 2006), (Williams, 2007), (Laborde & Veiga, 2010), (Langevang <i>et al.</i> , 2012), (Brünjes & Diez, 2013), (Figuerola Armijos & Johnson, 2013), (Michael William Patrick Fortunato & Alter, 2016), (Van der Zwan <i>et al.</i> , 2016), (Coulibaly <i>et al.</i> , 2018),
Multi-activity	It combines the work of the land with other activities of a complementary type.	(Austin, Deary, Gibson, McGregor, & Dent, 1996), (Kodithuwakku & Rosa, 2002), (Eikeland & Lie, 1999), (Alsos <i>et al.</i> , 2003), (McElwee, 2006), (Marchante, Varela, Guerrero, & Navarro, 2007), (Vesala, Peura, & McElwee, 2007), (Haugen & Jostein, 2008), (Gerard McElwee, 2008), (Andersson, Eklund, & Lehtola, 2009), (Schneider, 2009), (Tate, 2010), (Korsgaard, Müller, & Tanvig, 2015), (Soto Villagrán & Fawaz Yissi, 2016), (Viladomiu & Rosell, 2016), (Urquijo <i>et al.</i> , 2017), (Radicic, Bennett, & Newton, 2017), (Anthopoulou, Kaberis, & Petrou, 2017), (Hansson & Kokko, 2018)
Multifunctional	The entrepreneur bases his rural business, under a multi-activity perspective, in addition to developing different functions of agriculture in his business, and seeks the development of sustainable practices.	(Foster, 1953), (Alsos <i>et al.</i> , 2003), (Montiel Molina, 2003), (Gerard McElwee, 2008), (Andersson <i>et al.</i> , 2009), (Aranda, Parrado, & Pachon, 2009), (Bosch & Gómez, 2010), (Cabus, 2010), (Seuneke, Lans, & Wiskerke, 2013), (González, Perpinyà, Tulla I Pujol, Martín, & Belmonte, 2014), (Guštin, Slavič, & Potočnik Slavič, 2015), (Seuneke & Bock, 2015), (Soto Villagrán & Fawaz Yissi, 2016), (Deakins, Bensemman, & Battisti, 2016), (Shahraki & Movahedi, 2017), (Coscia & Russo, 2018)
Governmental	Organizes and guides the community, builds business support systems, and develops rural entrepreneurship policies.	(Li & Matlay, 2006), (Link & Scott, 2010), (Liu & He, 2011), (Flynn, Schröder, Higo, & Yamada, 2014), (Mei, Chen, & Wu, 2016), (Cabrera & Mauricio, 2017).

Type of rural entrepreneur	Description	Authors
Social	Generates initiatives and companies that allow the creation of social value.	(Thompson, 2002), (Peredo & McLean, 2006), (Marquis, 2009), (Núñez, 2010), (Stanescu, Anton, & Cojocar, 2013), (F. M. Santos, 2012), (El Ebrashi, 2013), (Lan, Zhu, Ness, Xing, & Schneider, 2014), (Sserwanga <i>et al.</i> , 2014), (Lan <i>et al.</i> , 2014), (Migliore, Schifani, Romeo, Hashem, & Cembalo, 2015), (Kuratko, Morris, & Schindehutte, 2015), (Makarand, Jonathon, Sandra, & William, 2015), (Steiner & Teasdale, 2016), (Richter, 2017), (Satyalakshmi, 2017), (Ratten, 2018).
Embeddedness	Insertion, “embeddedness” of individual behavior in the social relations of the rural community.	(Llambí Insua & Perez Correa, 2004), (Kalantaridis & Bika, 2006), (Kalantaridis & Bika, 2011), (Bosworth & Atterton, 2012), (Akgün, Baycan, & Nijkamp, 2013), (Akgun <i>et al.</i> , 2010), (Ferguson & Hansson, 2015), (Korsgaard, Ferguson, & Gaddefors, 2015), (Pato & Teixeira, 2016), (Burnett & Danson, 2017), (Hjalager, 2017), (Pindado & Sánchez, 2017), (Shu, Ren, & Zheng, 2018), (Müller & Korsgaard, 2018).
Portfolio	Growth oriented, risk takers, innovators, optimists and having more personal control over their business activities.	(Carter, 1998), (North & Smallbone, 2006), (G McElwee, 2006), (Vesala <i>et al.</i> , 2007), (Gerard McElwee, 2008), (Haugen & Jostein, 2008), (Tate, 2010), (Seuneke <i>et al.</i> , 2013), (Radicic <i>et al.</i> , 2017)
Rural entrepreneur who inserts himself and/or builds networks.	Enables the connection of individuals and their rural initiative inside and outside the territory, allowing access to resources and the market.	(Smit, 2004), (Herslund & Sørensen, 2004), (Stathopoulou, Psaltopoulos, & Skuras, 2004), (Peng, 2005), (Galloway & Mochrie, 2006), (Marchante <i>et al.</i> , 2007), (Casson, 2010), (Gülümser, Baycan-Levent, & Nijkamp, 2010), (Zampetakis & Kanelakis, 2010), (Zarazúa, Almaguer-Vargas, & Rendón-Medel, 2012), (Bosworth & Atterton, 2012), (Freire-Gibb & Nielsen, 2014), (Steiner & Cleary, 2014), (Tunberg, 2014), (Lan <i>et al.</i> , 2014), (Migliore <i>et al.</i> , 2015), (Huggins & Thompson, 2015), (Ferguson & Hansson, 2015), (Reidolf, 2016), (Soto Villagrán & Fawaz Yissi, 2016), (Morris & James, 2017), (Jianyong, 2017), (Newbery, Siwale, & Henley, 2017), (Gretzinger, Fietze, Brem, & Ogbonna, 2018), (Gilliam, States, Mehta, & States, 2018),

Type of rural entrepreneur	Description	Authors
Social franchise	Social franchising is an entrepreneurial business model that provides market coordination and support systems to rural businesses so that they can achieve social goals in a financially sustainable way.	(A. R. Anderson & Lent, 2017), (McKague, Wong, & Siddiquee, 2017)
Lifestyle	Person or group who decide to start a rural business looking for perspectives to improve their quality of life.	(Rutten, 1986), (Gladwin <i>et al.</i> , 1989), (Stathopoulou <i>et al.</i> , 2004), (Galloway & Mochrie, 2006), (F. T. Dos Santos, 2007), (Vaillant & Lafuente, 2007), (Baylina & Gunnerud Berg, 2010), (Akgün, Baycan-Levent, Nijkamp, & Poot, 2011), (Markantoni & van Hoven, 2012), (Tunberg, 2014), (Hernández-Maestro & González-Benito, 2014), (Guštin <i>et al.</i> , 2015), (Korsgaard, Müller <i>et al.</i> , 2015), (Makarand <i>et al.</i> , 2015), (Lafuente & Gómez-Araujo, 2016), (Finke & Bosworth, 2016), (Fortunato y Alter, 2016), (Stockdale, 2016), (Burnett & Danson, 2017), (Hedlund, Carson, Eimermann, & Lundmark, 2017), (Anthopoulou <i>et al.</i> , 2017), (Hisano <i>et al.</i> , 2018), (Hustedde, 2018), (Gorbunsova, Dobson, & Palmer, 2018), (Hansson & Kokko, 2018) (Ye, Xiao, & Zhou, 2019)

#### 4. Contributions to the state-of-the-art

The role of the rural entrepreneur as a man who starts or operates an agricultural business has changed with the development of the academic literature; making room for the possibility of other types of businesses and activities that are not necessarily agricultural, but that are located in a rural area and that can be related to it.

Context and market changes have encouraged individuals, individually or as members of a group, to seek new ways and means of being able to grow and sustain themselves in a free market economy, through the adoption and development of new roles and functions that enable the rural initiative to prosper.

Currently, international institutions, governments, society and academia are concerned with finding effective formulas and mechanisms to revitalize rural areas, which have been impoverished by the displacement of opportunities for urban centers, which has caused the locals feel motivated to leave their territories; in addition to the limitation that this supposes, to favor the migration of new settlers towards them.

Taking into account the above, rural entrepreneurship emerges as a response to the current need to generate employment in the face of the current economic crisis and the development needs of rural areas that have suffered abandonment. Faced with this, many authors consider that not only should public policies be created, but also effective mechanisms should be sought to implement them adequately in reasonable times, at the same time, creating conditions to encourage the establishment of institutions and actors in the rural territory that would mobilize resources to make this possible.

Although other subfields of entrepreneurship are currently gaining ground, such as those proposed in the service economy and in the internet age; it is necessary to begin to seriously work on the development of rurality, promote the generation of wealth as in times of yore, where the rural had greater importance, promote the migration of trained people willing to contribute to the development of inclusive businesses generating profitability.

## 5. Discussion and conclusions

As a result, there is a conceptual evolution of the role of the entrepreneur that is characterized by having several roles and descriptions, as well as rural entrepreneurship, which is seen as the creation of an organization in a rural environment, where this phenomenon should no longer be just seen from the agricultural function, allowing the development of other types of non-agricultural activities that can be developed in these territories.

Taking into account the above, it is possible to generate an approximation to the concept of rural entrepreneurship as one that promotes and consolidates organizational initiatives in a rural environment, where these can be agricultural and non-agricultural, and may or may not be for-profit, which expands the scenario by bringing with it a new approach to explore in the literature on entrepreneurship

It is also found in the literature how 34 defined typologies appear in rural entrepreneurs, which in recent years is marked towards multi-activity, where the entrepreneur must do more than one activity in order to achieve the sustainability of the business initiative through income diversification.

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