

The investigation of agricultural graduates' motives to serve in rural areas: The case of the Graduates of agricultural college of Shiraz University

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The objective of this study was the evaluation of factor affecting on agriculture graduates' incentives to serve in rural areas. The study was undertaken as descriptive and survey methodology. In this research, in addition to describing data, inferential statistics were used, too. The target population was agricultural graduates in Shiraz University. Eighty subjects were selected through random sampling technic. The assessment toll was questionnaire containing open and close equations; which its face validity was confirmed by experts, and its reliability tested using 0/85 Cronbach Alpha's coefficient. The results of T student showed that there was significant difference between incentives for different sex. The results of analysis of variance also showed that there were significant differences between incentives of graduates' field of study to serve at rural communities.

Key Words: Incentive, Employment in village, Agriculture graduates.