

The Impacts of Globalization on Rural Communities of *Kermanshah* Township, Iran

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Abstract: Globalization, as a process, analyzed in consideration of communicative instruments, development possibilities, and the expanded nature of capitalism. The purpose of this study was to investigate impacts of globalization on economical and cultural aspects of rural communities in Kermanshah Township. The study represented correlation research. The statistical population of this research was selected among 700 villages located in Kermanshah Township. Among these, 30 villages were selected in three different regions for gathering data by multi-stage sampling. For data analysis multivariate procedures were used. This research examined eight factors of agro-industrialization, increasing in poverty and inequality, change in employment patterns, economic restructuring, role of nation-state, role of media, cultural universalism, cultural particularize and their impacts on rural communities progress. The results showed that there was a significant correlation between independent and dependent variables ($p < 0.01$). On the base of regression analysis independent variables can be predicted 62 percent of changes in dependent variable. Structural Equation Modeling (SEM) certificated regression analysis results. Path analysis results showed that the model fitted the data with acceptable fit indices: chi square=5.341, $p=0.376$, RMSEA=0.013, CFI=1.000, NFI=0.992.

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1. Introduction

The province of Kermanshah is located at the west part of Iran bordering with Iraq. People are predominantly Kurdish, multi-ethnic and multi-cultural in nature. Agriculture is the main source of subsistence in this province. This area, particularly the rural regions were underdeveloped during the last regime, because the dominant development policy was the expansion of the urban areas. Industrial activities appropriated to the urban regions and assembled machineries factories imported from the industrial countries. There were not appropriate programs in utilizing and developing the local resources. This situation led to a vulgar and lop-sided economy along with misbalances between the rural and urban regions, leaving the people with anxiety, disappointment and insecurity.

Nowadays many rural populations in Iran have access to modern communicative devices such as radio, television, media, satellite technologies and improved road and transportation facilities and technologies in relation to agricultural industry. This article is a new attempt to shed a light on the life of the villagers in this trans-cultural setting, whose lives are being affected by the global economy (Dicken, 1992), and the continuing significance of state as a

key agent in this process. However, the authorities are still keen about preserving the religious and cultural values in this complex, rapid-changing and unpredictable environment.

Globalization, as a process, analyzed in consideration to communicative instruments and development possibilities and the expanded nature of capitalism. Wallerstein traces the roots of this global system to the economic expansion those 500 years ago as rich nations cast their eyes on the wealth of the rest of the world. The unprecedented worldwide flow of information originating in rich nations has the predictable effect of tying far-flung societies together and fostering common pattern of global culture (Wallerstein, 1974). Globalization has increasingly observed in newspapers and reports of mass media in association to socio-economic news since the end of 1980s. Globalization rather than economy is used connected to more items. For instance, about cultural and ecological globalization is discussed too, but is underlined on economic sense of globalization (Roselius, 2004). According to definition, globalization is the process of time-space compression that it corporate people in the world-united society consciously (Golmohammadi, 2005).

A glance to globalization theories illustrate that designing of developmental discourse within developed countries has been initiated with enlightenment age in eighteenth century for social uniformity of communities in western globalization project. Industrialization of San Simon (Golmohammadi, 2005), structural differentiation of Durkhiem (Abazari,1985), Rationality of Weber (Sedarati, 1993), co-modification of Marx (Ahmadi, 2003), Modernization of American Functionalists [Parsons and Levy] (Azkia, 2005), dependency theory of Neo-Marxists [Frank and Wallerstein] (So,1990), global village (McLuhan, 1964), time-space compression (Harvey, 1993), distinction of space and time (Giddens, 1990) and globalization theory of Robertson (Robertson,1992), discuss about fundamental forces of convergence, furthermore, demonstrate lines progress and development for societies in consideration to institutive characteristics of modernity.

Globalization leads to expanded social changes in human societies. Modern society, certainly the society that is assimilated in current macro-sociology, not only is a confined and determined social system but also is a society that is made by social-spatial networks (Ershad, 2000). Thus, global content must be analyzed to understand essential aspects of social life among human societies in contemporary world (Vosoghi, 2004).

In addition to the reality of increasing global integration, also, the investigating of integration and compression in rural communities is required (Azkia, 2003). In terms of rapid socio-economical changes, it cannot be renounce the globalization impacts even in the remotest rural communities. Changing in development discourse and models of development planning (such as rural development planning in levels of micro, medium and macro) (Eftekhari, 2005), extreme dissemination of changes in employment and unemployment patterns (Taherkhani, 2005), increasing of poverty and inequality in rural regions (Sumner, 2001), expansion of media and communicative roles in rural communities (Jones and Tonts, 1995), accelerating restructuring trends (Nelson, 1999), change in nation-state roles in rural communities (Kofman, 2003), redefinition of security, human rights and democracy in different communities (Thompson, 1998), increasing consumerism and commoditization in societies, expansion cultural universalism and particularize in rural communities (Golmohammadi, 2005), are the most important issues that researchers argue about them in this paper.

The main porous of this study was to investigate the economic and cultural impacts of

globalization on the rural communities of Kermanshah Township.

2. Material and Methods

This study has been performed in the field of quantitative research. Quantitative researches according to the research design (or the mode of data gathering) can be divided two following researches: descriptive and experimental researches. This article has emerged a descriptive research. Descriptive research contains a set of methods describing conditions. The implementation of this method can purely be to recognize present conditions or helping decision process (Bazargan and Sarmad, 2003). Descriptive research can be implemented by using of several methods e.g. "correlation researches". For gathering of data, multivariate methods were used, particularly administration of a questionnaire. Then, a pilot survey was conducted. The researchers tried out the questionnaires on 30 head of households who were similar to those who will be investigated in the actual research. Any problem with the draft questionnaire was corrected at this stage and the questionnaire was finalized for the real investigation.

Statistical population in this study was selected among 700 villages in Kermanshah Township. Then, 30 villages were selected among the geographical regions of *Miandarband*, *Mahidasht* and *Jalalvand* districts for data collection through multi-stage sampling. In the first sampling, these regions were selected based on the number of developmental indexes. Then, in the second stage of sampling 30 villages were chosen. Considering to the statistical population, 380 respondents were selected by Cochran formula.

In order to achieve the aims of the study, the following indicators have been selected: (1) Agro-industrialization, (2) Increasing in poverty and inequality, (3) Change in employment patterns, (4) Economic restructuring, (5) Role of nation-state, (6) Role of media, (7) Cultural universalism, (8) Cultural particularize, and (9) Progress in rural regions of Kermanshah Townships. The first eight-abovementioned indicators were independent variables and progress in rural communities was used as dependent variable. (figur1)

To determine the relationship between the variables, multivariate techniques were used. These techniques contained Multivariate Correlation, Multiple Regression and Structural Equation Modeling (SEM). In order to find out the results of the globalization impacts on the rural communities the following theoretical framework was investigated through statistical methods. The SPSS software was used for data analysis.

3. Results

To determine the correlation between criterion (dependent) and predicative (independent) variables the Pearson-coefficient of correlation was used. Table 1 shows the correlation coefficient matrix. According to the Table 1, there were significant correlation between all predicative variables and the criterion variable ($p < 0.01$).

Table 1: Correlation matrix

	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	Y
X ₁	1.0	.59**	.4**	-.26**	.41**	.55**	.46**	.12*	.75**
X ₂		1.0	.2*	.11*	.17**	.38**	.46*	.11*	.42**
X ₃			1.0	.44**	-.17**	-.01	.14**	-.08	-.34**
X ₄				1.0	-.25**	-.2**	.07	-.06	-.29**
X ₅					1.0	.26**	-.04	.03	.30**
X ₆						1.0	.48**	-.02	.49**
X ₇							1.0	-.2**	.41**
X ₈								1.0	.13**
Y									1.0

Agro- industrialization(X₁), Increasing in inequality(X₂), Change in employment(X₃), Restructuring (X₄), Change in state role (X₅), Role of media(X₆), Cultural universalism(X₇), Cultural particularize(X₈), Progress in rural community(Y)

Multiple Regression

In this research, we used stepwise method to identify the impacts of predictor (independent) variables on rural communities' progress. In the stepwise method, the strongest variables enter to equation and this program continues until error of significance reaches 5 per cent (Kalantari, 2004). In Table 2, the regression analysis has advanced until six stages. As you seen (Table 2), based on the Coefficient of Determination (R^2), six predictors (independent variables) can predict 62 per cent of dependent variable.

Table 2: Regression Analysis

Stage	Variable	R	B	β	p
1	Agro- industrialization(X ₁)	0.750	0.518	0.864	0.563
2	Change in employment(X ₃)	0.761	-0.193	-0.42	0.579
3	Cultural universalism(X ₇)	0.771	0.175	0.382	0.595
4	Role of media(X ₆)	0.777	0.099	0.230	0.603
5	Cultural particularize(X ₈)	0.780	0.086	0.216	0.609
6	Change in state role (X ₅)	0.784	0.087	0.168	0.615

In consideration to Variance Inflation Factor (VIF), we can argue about co-linearity statistics. If VIF is less than 10, co-linearity will not be significant. According to Table 3, it is considered amount of co-linearity is less than 10 for predictor variable in the last stage of regression analysis.

Considering to quantity of beta (β) can be arbitrated ratio and proportion predictor variables in explanation of dependent variable. Quantities of beta (the sixth column of Table 2) show that per unit of variation in standard deviation of agro-

industrialization, change in employment patterns, cultural universalism, role of media, cultural particularizes and change in nation-state role can be varied standard deviation of dependent variable in order 0.518, -0.193, 0.175, 0.099, 0.086 and 0.087.

Table 3: variance inflation factor

Variable	VIF
Agro- industrialization	2.135
Change in employment	1.256
Cultural universalism	1.803
Role of media	1.671
Cultural particularize	1.114
Change in state role	1.220

Structural Equation Modeling

One of the main purposes of the multivariate techniques is expanding in explanation ability of researchers. Multiple Regression, Conformity Factor Analysis, and so on, are important instruments for researchers but have a common limitation: these methods can only investigate a separated relationship. "Structural Equation Modeling (SEM) is investigates a set of correlation relationships. This method is specially uses when a dependent variable is furthermore an independent variable in the next correlation relationships"(Sharepoor, 2005). SEM is used in different branches of science such as education, marketing, psychology, management, demography, organizational behavior and biology (Hoyle, 1995). SEM can contain covariance structure analysis, latent variable analysis, conformity factor analysis, path analysis and linear structural relations. In this study Path Analysis was used. Path Analysis is a multivariate technique to explain direct and indirect impacts between variables (Kalantari, 2004).

The logic of SEM is based on its theoretical framework. There are different indexes to goodness of fit such as Chi-Square, RMSEA (Root Mean Square Error of Approximation), CFI (Comparative Fit Index) and NFI (Norm Fit Index).

To goodness of fit, have to installation the following conditions in SEM:

- 1-Chi-Square should not be significant.
- 2-RMSEA has to be less than 0.5.
- 3-CFI has to be about 1.
- 4-NFI has to be more than 0.95.

In consideration to Path Diagram (Diagram 2), that has been demonstrated by using AMOS software, the model was fitted for the following reasons:

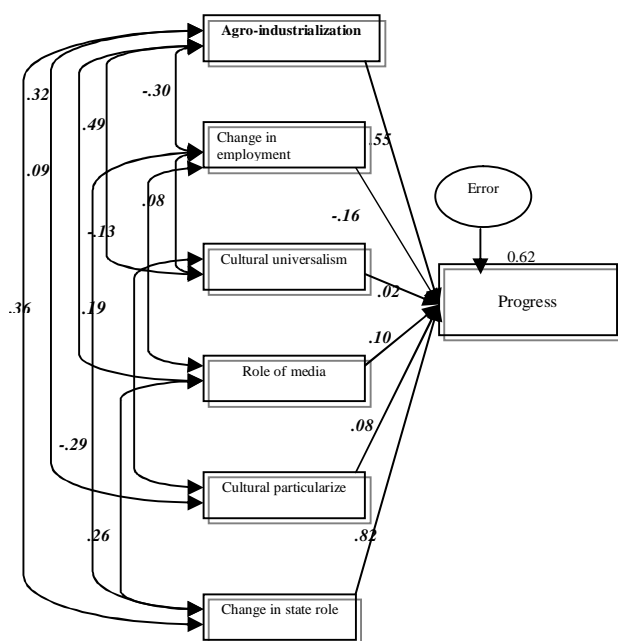
- 1-Chi-Square is not significant (P-value=.376)

2-RMSEA=.013

3-CFI=1

4-NFI=.992

Quantities of beta showed that independent variables of agro-industrialization, change in employment patterns, cultural universalism, role of media, cultural particularize and change in role of nation-state, can be explained in order 0.55, -0.16, 0.20, 0.01, 0.08 and 0.082 dependent variable. Thus, SEM can explain 0.62 progresses in rural communities according to theoretical framework of this research.



Chisq=5.341, DF=5, p=0.376, RMSEA =.013, CFI=1.000, NFI=0.992

4. DISCUSSION

Corporate globalization is a world-wide phenomenon that has rapidly come to affect the lives of many people- rich and poor, women and men, black and white, urban and rural(Sumner,2001). Globalization has rather investigated as impact-oriented approach in the recent studies. According to this approach, economical, political and cultural impacts of globalization are increasing on rural and urban communities especially in the post- cold war world (Eftekhari, 2005).

In consideration to research objectives, the impacts of globalization on rural communities of Kermanshah Township are investigated. The most expensive area in social activities is economical area. The economic impacts of corporate globalization are the most immediately obvious, and have the great repercussions. Economical globalization has

historical priority, in the same way that is the most obvious sense of globalization (Sassen, 1993). In this study, we selected agro-industrialization, increasing in poverty, change in employment patterns and restructuring as economical variables.

The industrialization of agriculture has resulted in extensive declines in the number of farms and in the number people employed in agriculture, with transitioning effects for many rural communities. The results of correlation analysis indicated that there was significant correlation between agro-industrialization and progress in rural communities ($p<0.01$). Agro-industrialization was entered regression analysis as the first stage and the regression analysis was confirmed by SEM. Agro-industrialization impacts happen through different ways in rural communities. Sumner (2001), under pretence economical impacts of globalization, analysis agro-industrialization as a process which that replace small and medium-sized farms with large, agro-industrial one. Padavic (1993) uses fried land's description of large industrialized farm as marked by integrated production, processing and distribution of generic inputs for mass marketable food stuffs, adding that it is occurring at an increasing fast rate and replacing classic family farming. Agro-industrialization affects rural communities in other ways as well. For example, agro-industrialization input manufacturers promote diverse credit relations among farmers, which ties them to technological packages that are designed to reproduce certain commodity forms(Marsden,1989), such as products for export instead of local consumption.

One of the ways of widening the gap between rich and poor and contributing to the Age of Exclusion is debt creation. Whether it is individual or governmental indebtedness, Third-World or First-World indebtedness, all serve to keep money flowing to the wealthiest sectors of the population (Murshed, M. 2002). Increasing in poverty and inequality was analyzed as independent variable in this study. The results of correlation analysis showed that there is significant correlation between increasing in inequality and dependent variable in rural communities ($p<0.01$). According to economical theories of globalization, poverty and inequality in Third-World has bilaterally related to linear progress in First-World. This issue has to identify as an important variable in rural development planning in south countries. As Chambers (1998) warns, poverty is the strongest determinant factor to make deprivation trap in rural communities. Poverty and inequality often go hand in hand, especially in rural communities. Taherkhani (2005) argues that policy-making to encounter rural poverty is one of the most important priorities in rural development.

Another economic impact of corporate globalization involves changes in employment and unemployment patterns, such as indentured, child and slave labor, flexible employment and increased unemployment. As consumption intensifies in the global market, full-time, stable employment dwindles, while new forms of employment, and unemployment, increase (Sumner, 2001). The results of correlation analysis in this research showed that there was significant and negative correlation between change in employment patterns and progress in rural communities ($p < 0.01$). This variable is entered in regression analysis as the second stage and the regression analysis is confirmed by SEM. In general, globalization erodes employment opportunities. Mc Michael (1996) argued, like many other communities around the world, rural communities have experienced the changes in employment and unemployment patterns brought on by corporate globalization such as making informal jobs, increasing in indentured and slave labor and unemployment thriving. The rate of unemployment has also increased due to corporate globalization. In this era of the 'jobless recovery', the economy thrives while more and more people face destitution. In Canada, according to Leach and Winson (1995), there is strong evidence of a rather substantial and disturbing increase in the population of unemployed individuals experiencing long-term unemployment (Sumner, 2001).

Restructuring is a term often used to describe changes in economy including stagnant wage growth and increasing in part-time jobs. Foley (1994) warns that restructuring should be understood as a myth that masks the actual processes of capital reorganization. He adds that any economic restructuring which is directed by the capitalist state will be, ultimately and primarily, in the interests of capital and against the general interest. The results of correlation analysis showed that there was significant and negative correlation between restructuring and progress in rural communities of geographical region of this study ($p < 0.01$). Restructuring has had a devastating impact on the economies of rural areas, especially in those communities that are very dependent on manufacturing activity (Nelson, 1999). For example, in the western Australian wheat belt, rural restructuring has resulted in significant changes in the employment structure, with the primary sector of the workforce declining by 30 per cent (Jones and Tonts, 1995). In the United States, restructuring is a wrenching experience for many rural communities. As Kristof (2000) argues, restructuring is impoverishing small ranchers and farmers, forcing them to sell out, depopulating large chunks of rural

America changing the way Americans get their food (Sumner, 2001).

Corresponding to globalization theory of Waters (1995), economical globalization is influenced by geographical ties. But cultural globalization is less influenced by geographical ties. Thus, economical exchanges tend to localism and cultural exchanges tend to globalization. In this study, and according to theoretical framework, we selected Change in nation-state role, the role of media, Cultural universalism, Cultural particularize as cultural variables.

About twenty years ago Daniel Bell claimed that the nation-state institution, under corporate globalization, is great for small issues and is small for great issues of human communities (Bell 1987). The role of the state has changed dramatically under corporate globalization, affecting rural communities both directly and indirectly. The erosion of the power of the nation-state transforms institutions of the state from being protectors of the health and rights of people to protectors of the property and profits of corporations (Sumner, 2001). The results of correlation analysis showed that there is significant correlation between change in nation-state role and progress in rural communities ($p < 0.01$). This variable is entered regression analysis as the sixth stage and the regression analysis is confirmed by SEM. The nation-state role is highly transited by influenced globalization in rural regions. Rosenau (1990) argues that while the nation-state has traditionally buffered civil society from the excesses of capital, there is no such protection at the global level. Ward et al (1995) contend that the role of agricultural protection is diminishing in association with a secular redefinition of the social functions of rural space to encompass distinctive consumption roles (such as residence, recreation, leisure, and environmental conservation).

The impacts of corporate globalization reach far past the economic into the socio-cultural lives of people in rural communities. Globalization, essentially, analyzed in consideration of communicative instruments and many ruralists have access to modern communicative devices such as radio, television, media, and satellite technologies and so on. The results of correlation analysis showed that there was significant correlation between role of media and progress in rural communities of Kermanshah Township ($p < 0.01$). This variable was entered regression analysis as the fourth stage and the regression analysis was confirmed by SEM. The qualitative and quantitative expansion of media and that's impacts on human life is appraised in different ways. McLuhan (1964) has a cultural view to globalization. He points out that the mediators in transferring of culture are more important than

content of culture, from the viewpoint of communicative sociology, and divides the social history of human based on media technologies in two periods: 1- tribal epoch, and 2- industrial epoch. In the industrial epoch, speed and volume of communications have been expanded in rural and urban communities. Jones and Tonts (1995) mention that improved technology and communicative instruments are the most important characteristics of rural societies in Third World.

Rural ways of life are incrementally giving way to "lifestyles" that based individualism, consumption, cosmopolitanism, security, cultural integration and individual freedom, which are characteristic of the experience of corporate cultural globalization. One of the most important consequences of corporate globalization is the cultural integrating of different human societies by cultural globalization. Cultural universalism attributes set of cultural changes and reactions that create based on exchange, integration, coexistence and likeness of cultures. This concept is one of the most important impacts of globalization on rural communities. The results of correlation analysis showed that there was significant correlation between cultural universalism and dependent variable in statistical society ($p < 0.01$). Cultural universalism was entered regression analysis as the third stage and the regression analyses was confirmed by SEM. Universalism, fundamentally, refers to principles, values and criteria that, entirely, are accurate for human and communities. As Thompson (1998) concludes, the validity principles and values directed at universalism are not related to interests such as localism, communitarianism and tribalism. Corresponding to globalization theory of Robertson (1992), the globalization process intimates the cultures together in new conditions defining through density of cultural spaces.

The local cultures percept the global culture from different ways, based on unique characteristics and situation in world system, and furthermore, the symbols of global culture represent from numerous ways in particular contexts. The process of globalization, to some extent, deconstructs necessary recourses for traditional identification, through reconstructing of time and space, opening the boundaries and expanding of social sphere. In this way crisis of identity is appeared and reconstruction of identity is required. Some people prefer traditional modes of identification to predominate crisis of identity and, thus, the social appropriate context for cultural particularizes is provided. One of the clearest impacts of corporate cultural globalization is cultural particularize, especially, in nomadic and rural communities. The results of correlation analysis

showed that there was significant correlation between cultural particularize and dependent variable in rural communities ($p < 0.01$). Cultural particularize is entered regression analysis as the fifth stage and the regression analysis is confirmed by SEM. As Golmohammedi (2005) concludes, cultural particularize has tendency towards elements of particular culture that emphasis unique ideas a specific society, especially, in nomadic and rural communities. Giddens (1991) investigates local ethnocentrism and he argues about the possibility of reproduction of local identities by corporate globalization.

5. CONCLUSION

Finding efficient and right method to measure development and then to provide service supply in rural area is very difficult. This is result from more frequency of rural, population dispersion, rural diversity and their distribution manner in the area, their communication situation, rural special characteristics, budget and developmental credit deficiency, expert personal deficiency and rural administrative management system deficiency and ignoring rural settlements in several past decades (Rezvani and Sahneh, 2005). With regard to this issue that no program can without objective, so in planning stage, balancing developmental situation of rural districts and balancing in enjoying rate of various possibilities and services and to improve this indexes in order to provide community health are considered the key goals, goal which cause to social justice and provide sustainable development area (Khakpour, 2006).

The results indicate that out of the total Guilan rural districts in developmental situation, six rural districts were underdeveloped and more percent of villages were in less developed situation. One of the regional planning goals, is to balance develop of region and to prevent from generating under developed area. Use the results of this study to reach to above goals. As in allocation of improvement credits, allocation credits to each region can determine according to developmental degree and distance rate of each rural districts from ideal condition. So, developed rural district will receive less budget and underdeveloped rural districts will receive more budget.

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