Analysis of Barriers to Entrepreneurship among the Rural Women in Divan-Darreh City Using by Grounded Theory

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ABSTRACT: Many researchers believe that the economic activity with income, although is small and household, can be one of the ways out of the poverty among the lower classes of society. But in recent decades, the entrepreneurial activities are regarded as the countries’ economic engine. The study of barriers to entrepreneurship among rural women is of great importance, because, a qualitative evaluation of these barriers has not already been carried out. So, the aim of this study is the qualitative analysis of barriers to entrepreneurship among the rural women in Central part Divandarreh City. Central part is located at a distance of 45 km far from the Divan-Darreh City. In this field study, as using the Grounded Theory, some PRA techniques were used to collect data. Drawing the social map, Venn diagram, cross walk, and using the focused interview were some of the techniques used in the study. The analysis of barriers to entrepreneurship among the rural women in Divan-Darreh showed that the most important barriers to entrepreneurship, in general, are personal and physiological, cultural, social, and economic factors. Finally, in order to validate the results of this study, they were confirmed by the village's council and educated people. The results can help policy makers and planners with rural development to achieve higher goals in the rural development.

Key Words: Entrepreneurship, Rural Women, Rural Development, Employment, Kurdistan Province.

INTRODUCTION

There is no doubt that the entrepreneurship development can solve many problems available in the employment sector and pave the way to all-round development. Employment is not synonymous with entrepreneurship, but one of the obvious results of the entrepreneurship is employment and one of the effective tools in the development of employment, especially when it is based on the use of resources and opportunities, is the entrepreneurship. That's why even the developed countries with the least employment rate spur the entrepreneurship and the poor countries of entrepreneurial culture are mostly engaged in the employment sector. Entrepreneurship is a process that plays a critical role in the national continuity, growth, and development and even the global economy. Therefore, the necessity for providing an appropriate environment and atmosphere, in order to support rationally the entrepreneurship and entrepreneurs in all the financial, cultural, spiritual, and scientific fields is felt more than ever in our country. The entrepreneurship subject is so important (Arasti 2007). Economists regard the entrepreneurs as the growth and development engine in society Management scientists consider the entrepreneurship as one of the most significant factors in the organizational variation and innovation. So, any environment whose individuals enjoy the entrepreneurial thought and art will have a dynamic and diversified economy (Arasti, 2006). Given that women make up half of the active population in Iran and in recent years, a considerable growth has occurred in the education and employment level of women in the Iran's society, therefore, caring about the entrepreneurial activities in this cortex of community can contribute significantly to the country’s economic development. The statistics on the effects of the women's economic entrepreneurship among the various communities verify this statement. For example, the entrepreneurial activities of women in United States between the years 87 to 97, has been 5 times in terms of sales, 4 times in terms of employment, and 2 times in term of number. Also, the rate of increase in the number of women business owners in one state of America between the years 1997 to 2002 has increased by 14 percent and this rate is twice higher the entrepreneurial activity of men (BRUSH, 1992). We can see “very high” figures in case of the annual sales growth among the economic entities with the women's ownership
or management. This increase has been about 430 percent over the past 12 years, and 40 percent between the years 1997 and 2002. The economic entities have also created about 10 million jobs in 2002 and have contributed annually 5/2 trillion dollars to the economic revenue of United States' government so that this number is higher than the GDP of many countries (BRUSH, 1992). Other countries are also experiencing a growth in the number of women entrepreneurs. In Portugal, the number of entrepreneurs in 1995 grew by 53% [9], in France, 28 percent of all businesses are created and run by women (Joseph et al., 1934). In Australia, women who own a business, generate 10 to 15 percent of national income. In Tunisia, there are 5,000 women business owners who make up 15% of the Tunisian business owners (Hisrich et al., 1985). In spite of the progressive rate of entrepreneurial activities in different countries, current statistics indicate the fact that Iran has not been able to use the capabilities of women entrepreneurs yet (Mir et al., 2009). According to the high statistics and figures, we can say that the development of entrepreneurship and employment is of great importance among the rural women. But various studies in the world have shown that there are specific problems and obstacles before the entrepreneurship creation among women. Among these studies, the following can be noted.

According to the studies (Chambers, 1997) Carried out in U.S., the women's biggest problem in work start-up, funding, and perseverance is related to a lack of experience in the financial planning. According to this study, other barriers to the entrepreneurship include a lack of professional skills, funding, inexperiance in financial planning, lack of guidance and advice, lack of skills, poor lateral situations, and confluence of company's affairs and personal problems.

According to a study by (Mir et al., 2009) 34 percent of women have difficulty in attracting investment and financial management. Also in the study, the women entrepreneurs expressed that because of being females, they're notable to enter some circle, and these problems would even get worse in the case of black women, of course.

In another study conducted among 21 women entrepreneurs in U.S., the serious business problems like getting credit and overcoming this social belief that women are not as serious as men in business, have been expressed. In other words, creditors, customers, employees and partners don't believe in women as in men.

Office of labour and social affairs (2007) According to a study conducted among the women entrepreneurs in different cities of Iran, the major obstacles to the entrepreneurship are lack or shortage of private capital, loan problems, liquidity problems, lack or shortage of appropriate places for business, lack of hardware equipments, providing raw materials, and knowledge and information skills.

ORBAN (2001) in their study, the most important barriers to the entrepreneurship among rural women include domestic, scientific-academic, educational, personal, financial, cultural, social, and legal barriers.

The transformation of present system in favor of a stable system that follows the widespread economic, biological, and social changes is practical just in the shadow of the participation of all people. Hence, we can never ignore half of the country's population, i.e. the women, with endless capabilities. The women play an important role in the society improvement through their intermediary and covert role, and providing the favorable conditions for men and other family members to work. There is another group of women who are working directly in the social activities. Thus, women as half of the world's resources for the enjoyment of human rights should be involved in the development plans, particularly the rural development, to benefit from their results. But the reality is that although, women participate in many activities, they aren't in a good and appropriate social standing in the village. This fact also caused women not to be considered in the programs and policies. Women need to have a sufficient income among the rural women in order to take up the appropriate place they deserve. The entrepreneurship, therefore, is one of the appropriate options for promoting women's status in the rural community. An important prerequisite to achieve this is to examine the barriers to women's employment in the entrepreneurship sector. Hence, this study aims to investigate the barriers to the entrepreneurship among the rural women to help the planners and policy makers in the rural development to propose a comprehensive plan for achieving the goals of rural development through identifying these barriers; because, one of the obstacles and problems facing the rural development programs is the poverty and unemployment problem. Shortly, the overall goal of this research is devoted to the qualitative analysis of barriers to the entrepreneurship among the rural women in Divan-Darreh City.

MARTIAL AND METHODS

Using multiple methods of data collection in the qualitative research can enhance credit of the findings resulted from this method by a process which is referred to as the three-corner building. Data collection techniques in this study are: 1- drawing the social map, 2- Venn diagram, 3- cross walk, 4- focused group interview by the qualitative sampling which is also called purposive sampling. Above techniques are considered a set of qualitative data collection techniques in the participatory evaluation method (Saber, 2007) In order to analyze the qualitative data, the Grounded Theory (Strauss et al., 1998) was used. In this method, data collection and its analysis were simultaneously done.
In this study, as the researcher would systematically implement the levels of Grounded Theory, as soon as he was confronted with the lack of information, he'd go to the next samples for more information. To collect data systematically, the researcher would act sometimes individually and often in focused groups. This method is called theoretical sampling. (Wuest et al., 2002) And this process would continue until the researcher reached theoretical saturation.

The process of analyzing the data resulted from the study was carried out in three phases:
1- open coding, 2- basic coding, 3- selective coding. In open coding, the conceptualization practice was done: that is, the field notes and all the collected writings from the interviews were read out and major sentences were extracted from the writings. Then, the phrases and sentences which were similar in nature were merged and subcategories were formed. In the basic coding phase, the subcategories from the previous phase were classified and inclusive and exclusive classes were formed. In the final phase, i.e. selective coding, the entire process was considered and the original concept which would keep the data around one axis was identified. The investigations show that the final output obtained from the Grounded Theory can be something like an image model or a table.

FINDINGS AND CONCLUSION

At first, in order the research team to learn more about the entrepreneur and one's effects on women, some of the participative evaluation techniques, such as drawing social map, cross walk, and discussion focused groups, were used. Therefore, the women in the study understood that the entrepreneurship and creating business opportunities among them can have how positive effects and consequences and this understanding was achieved by the cross walk and social maps, introducing successful women in the entrepreneurship area, and focused discussion groups. Furthermore, we got familiar with the people's points of view about their satisfaction level from the performance of government institutions based in the village and prioritizing them. The implementation of this method showed that school, despite having no executive function, has the most popular databases and the village's council has the lowest position among the people. Integrating the data of rural participatory approach with the technique of “discussion in focused groups” and analyzing them, the women's problems and issues and their disabilities in the employment sector as well as new and exquisite works related to this study were extracted in five categories which are described below. It should be noted that these categories and classes are given in Table (1).

Personal and physiological barriers
Women, because of the physiological and biological status, have a different position than men. This difference has caused that in the matters of employment and entrepreneurship, the jobs which require more power are given to men. These perceptions and attitudes originate in the traditional society that women are the weaker creatures and should be dominated by men. It seems this barrier to be mostly concerned with the attitude. This attitude even has penetrated the minds of society's women and these assumptions and prejudices have just limited the women's activity and creativity to the upbringing of children, housekeeping, provision of private affairs at "home", or the activities related to the property protection and crafts, and like that and they are withdrawn from all the educational and recreational facilities, welfare, growth, and development. This attitude is currently still in Iran society, especially in villages in the West Country where are positioned in lower levels in development and is one of the major barriers to the creativity and entrepreneurship among the rural women.

Although, the urban population has reduced these barriers to some extent, some traces can still be found in the urban community and just like Europe, these barriers aren't completely removed yet. So, we can say that it's true that the physical and mental conditions of the woman requires her to support and raise her children to adulthood, but this should not be a serious obstacle to the entrepreneurship among the rural women and community groups.

Cultural Barriers
Based on the physiological differences, cultural barriers are formed in the form of rights and obligations and it is believed that men are more proficient than women both in the physical and talent, mood, thoughts, and creativity domains. In the families, the woman is considered as a creature that is only supposed to do some certain motherhood tasks. Accordingly, the social system, based on the separation of tasks and specialization of the woman role in maintaining the family system and socializing the children, is generally of great importance. In our culture, the women activities influence on the family circumstances. Accordingly:
1- Full-time employment of women and mothers of families increases the parental anxiety about the welfare of children. Thus, the marital relationships are negatively affected.
2- Women working and full-time employment prevent them from doing the housework, even though, their husbands and children take part in some part of the responsibility of home. As the main part of housework is up to the women themselves, this fact will negatively affect their relationships and lead to sorrow for them. The increasing growth of kindergartens and other policies that address problems of the women who are able to launch their own business, will never decrease the level of tiredness, anxiety, and mental and emotional distress in the workplace.

Accordingly, these features in our rural community especially the studied community, due to the low literacy rate among the families, the mother and wife roles are always firstly considered in comparison with the women's employment and entrepreneurship and even the socialization process in women is less regarded than in men from early childhood. This process causes poor growth and advancement of women in terms of education, personality, and, finally, the entrepreneurship development among the rural women. In the parents' home, a lack of motivation, besides housekeeping tasks and early marriage, and in the partner's home, marital and motherhood duties and housekeeping, cause the husband dominance to continue. All these factors came together to reduce the women's creativity and women continue to be the weak and disable classes in society. If we look at the case from a different social dimension, the public education of girls decreased degrading attitudes to women, weakened and removed the prejudices in societies to the women values, changed the traditional intellectual and mental frameworks which unilaterally emphasize on the men's power in society, and pushed the society to eliminate "weaker sex". Education has a major contribution to the intellectual and cultural changes. This education should move in the direction of change and variation in negative mental perspectives, removing the traditional forms of women's roles, offering a positive image from the entrepreneurship and women participation in the family, labor market and social life, and creating the jobs by the rural women in the society. These factors, from the studied rural women's points of views, can form an appropriate approach toward the entrepreneurship development among the rural community.

This question should be fortified among the parents who are the first teachers and are mostly engaged with children. Even schools can have a significant role in shaping such views. The past sex discrimination procedure should be eradicated from the society and the social and economic participation of women which is low in the society should be promoted. It depends on the social and cultural survey of all public and private institutions to help the family development in society with the entrepreneurship and employment by the rural women themselves. The educational development and number of the young girls who are going into the higher education is increasing in recent decades. This fact has also increased the social and economic participation of women in producing the society's new culture. Accordingly, the educational development and education of young girls for progression to the higher levels is currently increasing in the rural community of Iran. This has led to the social participation of women in the production of a new culture and it can be said that in the coming decades, we can see the women's participation in the business and entrepreneurship invention among the rural women.

**Social Barriers**

One of the social barriers to the employment and entrepreneurship among the rural women is a matter of education. There should be specific investment in this issue, especially in rural communities in the West Iran (due to the high illiteracy among the rural women). And the appropriate conditions should also be provided through the obviation of educational deficiencies for offering good jobs, creating new and innovative ideas, acceptable wages, and inventing opportunities for development and creativity in the employment and entrepreneurship. In the contemporary society, the society's women and mothers should be trained both in the mothers and wives roles and the employment and entrepreneurship creation among the rural women; because from the women's points of view in this study, the main obstacle to the entrepreneurship creation is a loss of getting the proper training in this field; and because, the statistical population in this study don't have sufficient knowledge about the word entrepreneurship and job creation process by the rural women. The woman should get the necessary training in the entrepreneurship fields for other family members to consider her and her entrepreneurship as a social potential. Success is also another obstacle. Considering the fact that some women of the statistical population in the study were employees, therefore, the men are recommended to understand their wives and stand by them in the educational status of children, illness, care of children, house discipline, and other home affairs, so that they can live in happiness. Due to the high sensitivity among the rural community, so it's recommended that job separation is done in each organization and workplace and the employees work separately in the working areas. In other words, one of the barriers to the entrepreneurship in the rural community is due to the shortage of successful women in this domain of society. According to the women in the study, another social issue which can prevent the rural women from the entrepreneurship creation is their exploitation. Women in some activities, especially kinds of jobs which require skill and dexterity, like dressmaking, sewing, etc. are very tolerant. Also, they are more exploited economically, because of their discipline, less expectation of wage increase, and being more obedient to men. Of the other, lack of the women's tendency to the entrepreneurship is due to the inhibition of their families. The families are not so
willing to let women appear in the society and imagine that their working in the society is an anomaly in the rural community. They believe that the woman's presence is only limited to the children training and socialization keeping children and that women are more helpful in addressing the children's academic affairs, dealing with the daily life than creating employment and entrepreneurship in the market. Such an attitude will never let women in the rural communities have established themselves. This will require more discussions and studies.

**Economic Barriers**

According to the women in the study, the greatest economic barrier is the unpaid work at home. They spend hours of their time without pay in the order and adjustment of home affairs and doing the home responsibilities. The families in rural community don't protect and help women at all, because the families don't believe them. It can be said that the women employment is a kind of hidden or unseen income, because men don't pay their wives for what they do. Therefore, as they are deprived of the least capital, the can hardly launch a business. Accordingly, efforts should be made to housework be considered as something that has a direct role in the country's monetary economy and family income. Another economic barrier among the rural women is the difference at the level of wages, so that in places where the rural women work, nobody believes their abilities. So, they keep the wages down. Therefore, this shortage of income and savings makes it difficult for women to launch paying jobs and create entrepreneurship. Moreover, one of the most important economic barriers among the rural women is that the government doesn't support them; because, there is always this attitude about women that they don't have the ability to launch a business and manage the capital. But in general, about the importance of employment and entrepreneurship among women, we can say that the economic development is not currently possible without the women participation in the employment. One way of increasing the societies' gross national income is to increase and expand the economic activities of women in the work public sphere beside men. One way to provide the infrastructure for the private employment and entrepreneurship is to accentuate the importance of women's abilities in the field of economic activities and participations. Even, some senior management positions that can have a significant role in the political development of society are formed through the development of employment and believing in the women's abilities. The specialized training and education for attaining the identity and value, is of particular importance in the entrepreneurship creation and obviating of economic barriers, in comparison with the past decades. In recent decades, the dramatic growth of women's presence in the fields of higher education shows great promise of creating jobs among the rural women. According to the women in the study, the most important barrier to the creation of a private business is the lack of sufficient literacy to launch and run the entrepreneurship and new and innovative employment. But generally, the difference at the wages levels between men and women, exploitation of women's abilities in business, underrating the instable jobs, fear of failure, and lack of guaranteed jobs are the most important economic barriers to the entrepreneurship among the rural women. The following table expresses the most important barriers to the entrepreneurship with the order of factors.

**CONCLUSION**

In recent decades, due to the collaborative approach and clarification of the facts, the qualitative evaluations were more considered by the researchers. The qualitative assessment of barriers to the entrepreneurship and job creation among the rural women in the study showed that these women to start a private business are faced with serious problems. Therefore, these results can be considered in many rural development projects by the majority of politicians and rural development planners. The results of fieldwork for the study showed that women in the study to launch a private company business are faced with the personal and physiological factors, e.g. parents and husband disagreement, lack of knowledge and understanding of the business environment, lack of confidence and self-image, lack of incentives for the rural women, the need to establish a balance between work and life as well as responsibilities of housekeeping and child training. The cultural factors can be summarized as: patriarchal, stereotypical beliefs about women, lack of professional skills, ridicule and domestic blame, and negative impacts of administrative employees. In short, the social factors are: e.g. relations governing Work Organization, social insecurities, discrimination in the type of training, lack of independence spirits among the rural women, and inexprience of women in the employment. And finally, the economic factors include lack of financial support from family, excitability of women in defeat, lack of government support, restrictions in women's access to the credits. From the perspective of rural women, cultural and economic factors are the most important barriers to the creation of private businesses and entrepreneurship among the rural women in the study. The results of this research are consistent with the results of Mir-Qafuri, et al (2011), Saber (2003),Hisrich and Brush (1985), Battner and moore(1977). Given the results of research, for women to be out of this situation and reduce poverty in the rural communities, these are proposed:
The organizations, social and non-profit institutions, and mass media should represent knowledge and information about the specific position of women's employment in the social and economic development of society and family, so that the public attitudes toward the disability of women in the entrepreneurship change and people pay more attention to this class.

Specialized and training courses should be developed and launched by the Higher Education Center and suitable field work for the presence of literate girls should be provided; and the importance of the entrepreneurship subject, e.g. high-income employment of handicrafts, should be considered through launching the training classes for the rural women with low literacy.

Families should be encouraged to cooperate and assist women with great jobs, so that the rural women have the ability to think of new and innovative ideas.

Negative attitudes towards the women's participation in employment activities such as the entrepreneurship in society should be removed through social and cultural programs by the public and private sectors.

The government support is required to start entrepreneurial activities among the rural women and provide good infrastructure.

In order to achieve the reliability and validity of this qualitative study, it was necessary to convey this study's results to the council members, the literate, and sheriff of the village in the study. So in two informal meetings, they were invited. With this action, realizing the validity and reliability of information, the field work was completed.

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