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Identify and Prioritize the Driving and Inhibiting Factors Relevant to the Development of Rural Women Entrepreneurship (Case Study: Lahijan City)

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Abstract

The current research seeks to identify and prioritize the driving and inhabiting factors relevant to the development of rural women entrepreneurship in Lahijan city. Research methodology was qualitative and of a case-study type, and data collection was performed by using participative observation and in-depth interviews with 10 rural entrepreneur women that were selected based on the purposive sampling method. According to the results obtained from the content analysis of the interviews, driving factors in the selective class "balanced and endogenous development" were categorized in two categories including contextual and structural factors, which delicacy and precision in performing work, interest in the working field, using the support of the people, appropriate environmental condition, and holding training courses were the most important priorities. In addition, inhibiting factors were categorized in two selective categories: 1-"the problems relevant to implementation sector problems" including two areas namely weakness of infrastructures and also supportive and policy-oriented insufficiency of government and organizations; and 2-"the problems relevant to manufacturing sector" including problems relevant to the supply chain, distribution and monitoring. In this regard, the lack of adequate space, the lack of mutual trust, the lack of government support of manufacturers, a high rate of bank interests, the lack of attention to the problems in the area of production, intense market volatility, fluctuations in input prices, and damages caused to goods due to pest, were the most important obstacles to the development of rural women entrepreneurship in Lahijan city.

Keywords: Prioritization; Driving; Inhibiting; Entrepreneurship Development; Rural Women.

Introduction

Nowadays, by creating jobs, wealth generation, and economic recovery, entrepreneurship is considered a fundamental requirement to raise living standards, promote development and reduce poverty in rural and urban areas. Therefore, rural development is largely dependent on entrepreneurship that acts as a central force for economic growth and development. However, due to the reduced yield of agricultural crops, tendency to migrate from rural to urban areas has increased (Kiyakajori et al., 2009, p: 3). Entrepreneurs are considered as the symbol of effort and success and also a source of great development in manufacturing, service and commercial fields, and also as the engine of development, economic boom, job creation, and social reform (Urbano et al., 2010, p: 56), to the extent that the economy of developed and developing countries to escape from unemployment has been revived with the help of entrepreneurship, and this has motivated various countries to pay particular attention to the critical subject of entrepreneurship (Archibong, 2004). Rural community is not an exception to this rule, and entrepreneurship in these areas could resolve many economic and social challenges (Hedari Sareban, 2012, p: 160). Fulfill objectives, and planning on the development of entrepreneurship in a society, and particularly rural community, requires conscious efforts to provide a combination of infrastructure and supportive factors and indicators by the relevant governmental and nongovernmental organizations in order to take advantage of opportunities in rural communities (Wong et al., 2007, p: 942). International experiences show that entrepreneurship in the industrial and service sectors has been developed greater than agriculture, and the main reason is the special conditions underlying agriculture sector as a sector that is mainly concentrated in rural areas and is weaker than urban and industrial areas in terms of all the factors and elements required for development (Swamy, 1988, p: 556). According to scholars, development of entrepreneurship in rural areas is one of the most important strategies for rural development that can be associated with protection and maintenance of rural cultural heritage, reducing the use of natural resources, minimizing resource waste, preserving environmental quality, and conservation of biodiversity (Lordkipanidze et al., 2005, p: 15).

On the other hand, women play important parts in improving economic situation and development of employment in the community, and providing them with identity, independence and possibility to participate in various economic and social affairs, especially entrepreneurial activates can further motivate this massive force in social production cycles (Alikhani, 2014, p: 21). Rural women regard entrepreneurship as working in the vicinity of their home, and this attitude leads to independence and reduce the need for community support (Paseban, 2003, p: 281).

Given the undeniable role of women in rural development, many governments have been able to adopt appropriate policies and measures, and to benefit from active labor force to overcome the crisis of society and to succeed in the path of development. However, women entrepreneurs in many developing countries are faced with numerous serious obstacles that hinder their success in economic activity. The environmental impact reflects the fact that factors such as equal employment opportunities for men and women, government supporting policies, government strategies and regulations can positively or negatively affect women's entrepreneurship development process. The women's economic efforts mainly revolves around entrepreneurial activities for many reasons, including unemployment, independence, gain income, low wages, and lack of job satisfaction (Hashemi and Pouraminzadeh, 2009). In general, a prerequisite for successful entry into the areas of women's entrepreneurship in the first step is to identify accurately driving and inhibiting factors related to the development of entrepreneurship according to the existing context and potential in the sector (Rostami et al., 2013, p: 468) and then prioritize them to provide operational guidelines to strengthen the effectiveness of driving factors, and a reduction of inhibiting factors.

Based on the above, and given the gaps in the field to pave the ground for women's economic activity in the current situation, addressing the issue of entrepreneurship among women who constitute half of the

active population, plays an important role in identifying and prioritizing the driving and inhibiting factors to the development of entrepreneurship.
This is because the lack of attention to entrepreneurial activities for rural women means to ignore their role in the sustainable development. Thus, using a qualitative methodology, the current research seeks to identify and prioritize the factors and provide effective solutions.

Literature and History Research

Theoretical Foundations

A) **Development of Rural Entrepreneurship**: strengthen entrepreneurship and create a favorable environment for its development are of prime importance to the development of the countries, because entrepreneurial activity with high effectiveness leads to economic development (including job creation, innovation and competitiveness activities) (Verheul, 2001). Today, special attention is paid to the spontaneous economic activities in the form of entrepreneurship in rural areas. In this regard, it is said that economic and entrepreneurship development are interconnected (Heriot and Campbell, 2002). One of the experienced ways in the world to review policies is to pay attention to entrepreneurship, which the term is called "reorganization of the rural economy structure" in the development literature (Heidari Sareban, 2012, p: 165). According to Anderson, entrepreneurship is an important tool for rural development, enhancement and development of non-agricultural jobs and activities, and a tool for improving the livelihoods of women.
Scientific findings reflect the fact that economic development in rural areas cannot be realized, unless rural women in all aspects and dimensions of development have direct intervention (Ganesan, 2006, p: 23). Hibri also believes that there is a significant correlation between the individual development of rural women through enhanced skills and capabilities, greater freedom, self-responsibility, entrepreneurship and financial situation (Hibri, 1983, p: 25). Rural entrepreneurship is a new approach to the development theories for empowerment and capacity building in rural areas in order to achieve sustainable development (Rokneddin Eftekhari, 2011, p: 5).

B) **Driving and inhibiting factors**: driving factors are all kinds of financial, human and physical resources, policies, laws, infrastructure, and advocacies that assists people in achieving their goals and pave the way for entrepreneurship development. If these factors are identified as an obstacle to the development of entrepreneurship or hinder business development process and make it difficult, they are considered as inhibiting factors. According to World Bank studies the development of rural women entrepreneurship requires women's ease of access to the capital, better and more coherent technical and specialized support of them, create cultural infrastructure and provide networking opportunities (Word Bank, 2002). It is also said that there is a significant relationship between entrepreneurship with the factors including work experience, role models, dissatisfaction, education, and rural women capabilities (Islam and Baharul, 2009). In general, personal factors (marital status, education level, education level, etc.), economic factors (lack of access to finance, low income, lack of access to credit, lack of support provided by financial institutions, etc.), psychological factors (lack of risk-taking, lack of independence, low self-esteem, lack of creativity, etc.), and socio-cultural barriers (patriarchal culture, stereotypical beliefs about women, little desire to work with women, etc.) are known as the most important factors affecting the development of rural women entrepreneurship (Heidari Sareban, 2012, p: 160).

History

In this part, an overview of the results from some studies and research related to the development of entrepreneurship, rural entrepreneurship, driving and inhibiting factors to women's entrepreneurship, both inside and outside of the country (Table 1).

Table 1: A Summary of Research Background Regarding the Study Subject

Researcher (Year)	Research Title	Results
Hyden (2001)	Rural poverty, risk and development	Several factors including technical and scientific skills of the villagers, management skills, entrepreneurial skills, and employees' skills are influential on entrepreneurship development in rural areas of Brazil.
Saber (2003)	Ways to improve women's entrepreneurship in Iran: solutions to improve economic, social and political equality	Family factors (family, spouse's family, spouse and children), scientific factors (management knowledge and skills, marketing, legal, technical, financial and accounting factors), financial factors (personal capital, access to loans), physical factors (business climate, hardware, and raw materials) are the most important factors affecting women's entrepreneurship.
Ellis (2003)	Livelihoods and reduce poverty in rural Kenya	Lack of women's access to credit and support services are some of the obstacles affecting rural women's entrepreneurship.
Javaheri and Ghezevati)2005(	The effect of gender inequality on women's entrepreneurship in Iran: barriers to create jobs for women	Family barriers, education and training system, inconsistent role expectations, and stereotyped beliefs are major obstacles to the development of Iranian women entrepreneurship.
Karimi (2006)	Supportive role of government in creating employment for women: a randomized study of women's cooperative in Mazandaran province	Financial difficulties, disputes between members and discrimination against women are major obstacles to the development of women's entrepreneurship in Mazanadaran province.
Cronies (2006)	The concept of enterprise, entrepreneurship and small businesses	Lack of supporting institutions, and poor organization of rural women entrepreneurs, low level of education and literacy, discrimination in the labor market, the existence of traditional markets and stereotyped barriers are some of the factors effective on rural women entrepreneurship.
Wandy and Chong (2007)	Modeling a framework to evaluate the factors affecting the performance of women entrepreneurs in Malaysia	Major obstacles in the way of rural women entrepreneurs include: social class, living space, low awareness, lack of demand, lack of access to resources, rural isolation, lack of access to technical knowledge, low level of skills.
Nawaz (2009)	The critical factors in the development of rural women entrepreneurship in Bangladesh	Three legal factors (including enterprise and government regulations and bank policy), normative (including customs and social habits, access to capital and money, and the extent of relationship to the market) and cognitive factors (the ability to control risk, education and access to data,

		training courses on entrepreneurship and business knowledge) are influential on the development of women entrepreneurship.
Sathiabama (2010)	Rural Women Empowerment and Entrepreneurship Development	The women entrepreneurs not only face marketing obstacles, but also other factors such as family responsibilities, which the relevant factors can hinder their access to some of the opportunities,. In addition, they face some barriers in relation to their property rights.
Heidari Sareban (2012)	Prioritize barriers affecting rural women entrepreneurship in Ardebil province by AHP	Individual, socio-cultural, psychological, economic barriers are the most important obstacles to rural women entrepreneurship.
Ahmadpour Daryani et al. (2012)	Factors affecting the development of entrepreneurship in engineering and technical consulting services firms in Zanjan	Six factors including education, advocacy, communications, management, business skills and policies have the greatest impact on the development of entrepreneurship in Zanjan province
Motiei Langarodi et al. (2012)	Explain the factors affecting rural empowerment in development of entrepreneurship in Malayer city	The research results cited ten factors that can influence rural entrepreneurship development process including: persistence, organizational, financial and economic factors, education and role model, individual autonomy, previous experiences, creativity, sense of achievement, internal locus of control.

According to the issues raised in the previous parts of the current research, four questions are examined in the current research:
1- What are the driving factors to the development of rural women entrepreneurship in Lahijan city?
2- What are the hindering factors to the development of rural women entrepreneurship in Lahijan?
3- How can prioritize the factors promoting the entrepreneurship development of rural women in Lahijan, and which factor has the greatest impact?
4-How can prioritize the factors inhibiting the entrepreneurship development of rural women in the Lahijan? And which factor has the greatest impact?

Research Tools and Methodology

The current research is qualitative and of the type of case studies, and using a pathological approach seeks to identify and prioritize the driving and inhibiting factors to the development of rural women's entrepreneurship in Lahijan city. In the current research, for data collection, in-depth interviews with participatory observation in the visitation of the production units were utilized. The statistical population is composed of 10 rural women entrepreneurs, 4 of them successful women entrepreneurs and 6 unsuccessful women entrepreneurs. To perform sampling, purposive sampling method (interviews with rural women entrepreneurs who were employed in active and semi-active units) was used. According to the usual method of qualitative research, sample size and interview process continued until reaching the theoretical saturation level and usefulness of the information.
After audio and written recording of interviews, the technique of "content analysis" was utilized to measure the manifest content of messages in a text. In this method, the manifest content is described in a

systematic and quantitative manner. Therefore, this method can be considered the procedure to transform qualitative data into quantitative data. In general, content analysis is an appropriate way to respond to questions about the content of a message (Sarmad et al., 2012, p: 132). Content analysis itself is composed of three phases: content organization, developing research questions, and coding and extracting information, which the first and second stages were described in the previous parts. In this study, the conventional method of coding in fundamental theories or grand theory was utilized. To put it briefly, it could be said that the stages to data analysis in the current research include 1) determine examined samples, 2) formulate research questions, 3) data collection through in-depth interviews, 4) recording and reviewing interview transcripts, 5) extract initial items (open codes), 6) classification of the items in terms of theoretical-conceptual similarity in the form of sub-categories, 7) form the conceptual classes in the core code, 8) form a matrix structure and present findings.

Research Findings

Driving Factors

Based on the analyses done on the collected data, 17 driving factors (introduced as open codes) led to the development of rural women entrepreneurship. Then the 17 factors were divided in the form of four sub-factors including "personality traits" with 7 open codes, "supporting group" with 3 open codes, "contexts and infrastructure" with the four open codes, and "training" with three open codes. The reason for this classification is the conceptual similarity of open codes with each other (Table 2).

Table 2: Driving Factors to the Development of Rural Women Entrepreneurship

Row	Sub-factors	Open Codes	Frequency	%	Ranking
1	Personality Traits	Delicacy and accuracy to perform works	10	58	1
2		Interest in field of work	10	58	1
3		Being law-abiding	9	52	2
4		Independence	8	47	3
5		Hard work	7	47	4
6		A spirit of invincibility and not disappointed	6	35	5
7		Have motivation and self-confidence	5	29	6
8	Supporting Groups	Using familial support and appropriate treatment of people	8	47	1
9		Using familial support	6	35	2
10		Support and proper interaction with the colleagues	4	23	3
11	Proper Contexts and Infrastructures	Proper environmental situations	8	47	1
12		Relevant organizations' support of innovative ideas	7	41	2
13		Compliance with working principles in production	5	29	3
14		Use of updated technology	4	23	4
15	Training	Training courses held by Jahad Department of Agriculture	8	47	1

16	Train specialized and skilled manpower	5	29	2
17	Have specialized education on the field of activity	5	29	2

In relation to these factors, we can say that the codes "delicacy and precision in performing work" and "interest in working area" in the sub-factor "personality traits", code "using familial support and appropriate treatment of the people" in the sub-factor "supporting groups", code "proper environmental conditions" in the sub-factor "proper contexts and infrastructures" and the code "training courses held by Jihad Department of Agriculture" in the sub-factor "training" have the highest priority and the code "motivation and confidence" in the sub-factor "personality traits", code "proper support and interaction with colleagues who work in this field" in the sub-factor "supporting groups", code "using modern technology" in the sub-factor "proper contexts and infrastructure" and finally the code "specialized training on the field of activity" in the sub-factor "training" have accounted for the lowest priorities. Then four distinct sub-factors were separated into two major codes including "contextual factors" and "structural factors", so that the contextual factors include "personality traits" and "supporting groups" and can examine the background factors in rural women entrepreneurship development. The structural factors include "proper contexts and infrastructure" and "training", and examines the extent of suitability of infrastructure, and organizational and institutional support of rural women entrepreneurship development (Table 3).

Table 3: A Summary of Driving Factors to the Development of Rural Women Entrepreneurship

Pivotal Codes	Sub-factors	Highest Priorities	Lowest Priorities
Contextual Factors	Personality traits	Delicacy and precision in performing work	Have motivation and confidence
	Supporting groups	Using familial support and appropriate treatment of the people	Proper support and interaction with colleagues who work in this field
Structural Factors	Proper contexts and infrastructures	Proper environmental conditions	Use of updated technology
	Training	Training courses held by Jahad Department of Agriculture	Train specialized and skilled manpower and have specialized education on the field of activity

Some opinions held by rural woman entrepreneurs regarding driving contextual and structural factors are as below:

"My family encouraged me mentally and financially to realize my plan for mushroom cultivation. Compliance with the principles underlying any type of activity can lead to further production. In mushroom cultivation, compliance with sanitary and health considerations, licenses and permissions, ordered arrangement of performing works, and cooperation between members led to the high quality production. People's treatment of me (and sale marketers) was proper, and even they encouraged me and my team to produce more mushroom, and all of the factors motivated me to work better and more seriously. Although I faced some episodes of total failure in the course of the work, I had too much motivation, self-confidence, and perseverance. Providing underlying factors for entrepreneurs leads to growth and development of entrepreneurship in the rural areas. Creating appropriate grounds for

entrepreneurs can create new job opportunities, increase the efficiency and productivity of rural production, increase rural incomes, and reduce poverty in the rural areas (Rezvani, 2001, p: 30). The results of this line of research are in line with the findings of researchers that aims to identify contextual factors influencing women's entrepreneurial activities (Arasti et al., 2012, p: 186).

"Jahad Keshavarzi Organization provided me with required assistance, proper encouragement and training. The training provided by the organization has been highly influential. This organization has been supportive of young graduates and entrepreneurs and also those with inventive and new ideas".

The results of this part of the research are consistent with those of the researchers who have underlined the development of the entrepreneurship culture and entrepreneurship education of the applicants as the main prerequisites for the development of women's entrepreneurship in the rural areas (Cabala, 2008).

Inhibiting Factors

Based on the analysis done on the collected data, the inhibiting factors that prevent rural women entrepreneurship development include 29 factors, which same as driving factors, were introduced as "open codes" Then the 29 factors were categorized into six main sub-factors including "lack of equipment" with 5 open codes, "cultural problems" with 4 open codes, "the lack of financial support and policy making weaknesses" with 5 open codes, "inefficient operation of the bank" with 5 open codes, "management system failure" with 3 open codes, and "marketing problems" with 7 open codes. The reason for this classification is the conceptual similarity of open codes with each other (Table 4).

Table 4: Inhibiting Factors to the Development of Entrepreneurship among Rural Women

Row	Sub-factors	Open Codes	Frequency	%	Ranking
1	Weakness of equipment	Lack of sufficient and proper space	9	31/5	1
2		Equipment high price	7	24	2
3		Water shortage problems	3	10	3
4		Transpiration problems	2	6	4
5		Difficult access to raw material	2	6	4
6	Cultural problems	Lack of trust in each other	5	17	1
7		Lack of investment culture between people	4	13	2
8		Lack of risk taking to develop work	4	13	2
9		Lack of interest in production increase	3	10	3
10	lack of financial support and policy making weaknesses	Lack of government's support of manufacturers in the development of their manufacturing units	10	34	1
11		Insurance lack of proper support of products	7	24	2
12		Lack of financial support and provide facilities by Jahad and other organizations	6	20	3
13		Lack of proper coordination between organizations	3	10	4
14		Lack of supervision and proper plan to import products	3	10	4

15	Insufficient operation of bank	High rate of bank loans and interests	10	37	1
16		Bank Keshavarzi's lack of cooperation to pay the loans to the manufacturers introduced by Jahad Organization	8	29	2
17		Limited time duration to repay loans	8	29	2
18		Prolong the allocation time of facility to the applicant by banks	6	22	3
19		Low volume of production of units due to financial problems and lack of access to credit facilities	6	22	3
20	Management system inefficiency	Not addressing the production problems	6	22	1
21		Lack of controlling organizations to monitor the production chain (reduction in production and products price)	2	7	2
22		lack of crisis management authorities when accidents and natural disasters destroy the products	2	7	2
23	Marketing and market transfer problems	Sharp price fluctuations at the time of sale of product	6	22	1
24		Extreme fluctuations in input prices	6	22	1
25		Damage to crops due to pests and diseases and lack of proper refrigeration for storing them	6	22	1
26		Stagnant sale market	3	10	2
27		Unhealthy competition	3	10	2
28		Abandonment of manufacturing activity due to ageing, reduced physical power, and family problems	3	10	2
29		Loss of market value because of changing customer preferences	1	4	3

In relation to these factors, we it could be said that "lack of proper and sufficient space" in the sub-factor "lack of equipment", code "lack of trust in each other" in the sub-factor "cultural problems", code "lack of government support for manufacturers in the development of their production units" in the sub-factor "lack of financial support and policy making weaknesses", code "high rates of loans' interests" in the sub-factor "inefficient operation of the bank", code "failure to address problems in the area of production" in the sub-factor "management system failure" and codes "intense market volatility when selling" and "sharp price fluctuations" and "damage to crops due to pests and diseases and lack of proper refrigeration for storing them" in the sub-factor "marketing problems" had the highest priority. In contrast, the code "problem in the field of transport" and "difficult access to raw materials" in the sub-factor "weakness of equipment", code "disinterest to increase production" in the sub-factor "cultural problems", codes "lack of proper coordination between organizations" and "lack of supervision and the right plan to import goods" in the sub-factor "lack of financial support and policy making weaknesses", code "prolong the

assignment time of facility to the applicant by banks" and "low production of units due to financial problems and lack of access to credit facilities" in the sub-factor "inefficient operation of the bank", code "lack of controlling organizations to monitor the production chain" and "lack of crisis management authorities when accidents and natural disasters destroy the products" in the sub-factor "management system failure", and finally "loss of a portion of sale market because of changing customer preferences" in the sub-factor "marketing problems" have the lowest priority.

Then, the relevant six sub-factors were divided into three main codes including "poor infrastructure" and "supportive and policy deficiencies of the government and organizations" and "supply chain problems, distribution and monitoring", so that the weakness of infrastructure includes the sub-factors namely "weakness of equipment and "cultural problems", and examines "the barriers to existing contexts and infrastructure in the market". "Supportive and policy deficiencies of the government and organizations" include the sub-factors "lack of financial support, and policy making weaknesses" and "inefficient operation of the banks", and considers the barriers to financial and moral laws and policies. The problems in the supply chain, distribution and monitoring include the sub-factors "management system failure" and "marketing problems" (Table 5).

Table 5: A Summarized Prioritization of Inhibiting Factors to the Development of Entrepreneurship among Rural Women

Main Codes	Sub-Factors	Highest Priorities	Lowest Priorities
Weakness of Infrastructures	Weakness of equipment	Lack of sufficient and proper spaces	Problems in the field of transport, and difficult access to raw materials
	Cultural problems	Lack of trust in each other	Disinterest to increase production
Supportive and policy inefficiencies shown by the government and organizations	Policies' failure to provide economic and effective supports	Government's failure to support manufacturers in the development of manufacturing units	Lack of proper coordination between organizations, and lacking proper supervision and plans to import products and manufactures
	inefficient operation of the bank	high rates of loans and interests	Prolong the assignment time of facility to the applicant by banks and low production of units due to financial problems and lack of access to credit facilities
Problems related to production chain, distribution, and supervision	management system failure	failure to address problems in the area of production	Lack of controlling organizations to monitor the production chain and lack of crisis management authorities when accidents and natural disasters destroy the products
	Marketing and market transfer problems	Sharp price fluctuations and damage to crops due to pests and diseases and lack of proper refrigeration for storing	Loss of a portion of sale market because of changing customer preferences

them

Some opinions held by rural woman entrepreneurs regarding driving contextual and structural factors are as below:

In connection with the "infrastructure weakness", one of the women entrepreneurs stated that: "Many farmers abandoned the land due to water shortages, and Department of Water and Jihad Agriculture Organization do not assist us in resolving such problems. Due to the ground's infertility caused by the lack of water, people are going to change land use or sell the land". Or "participation in the flower and plant cultivation business and greenhouse plants is not profitable, because flower and plants require five year maintenance and hard work, and there is no one that transfer his land to somebody else for a duration of five years and then expect to achieve profit after this long time". Accordingly, take actions to resolve infrastructure problems is highly important in the course of development of the women entrepreneurs in Lahijan. Given the thematic nature of the inhibiting barriers and also the results from previous research, it can be concluded that access to resources, necessary equipment and raw materials as well as providing infrastructure related to production, play the fundamental roles in the development of women entrepreneurial activities.

In relation to "supportive and policy failures of governments and organizations", one of the entrepreneurs stated that: "for production, we mainly used Self Loan (i.e. cash pre-purchase of the productions manufactured by manufacturing units), yet the loan had high interest rate and we could not afford to re-pay it". Many of these entrepreneurs are faced with financial problems and cumbersome rules that cause many of them not to achieve success. The results of this line of research is in line with the results from the research that underline removing those barriers and providing the enabling environment for women entrepreneurship (Karimi, 2006, p: 141). Thus, by providing economic supports and new legislation, officials should take serious actions to resolve the problems and crises faced by women entrepreneurs in these areas.

Regarding the problems existing in production chain, Ms. Poursalemi as one of the entrepreneurs stated that: "The high cost of composting, market fluctuations, and import of mushroom from other cities cause a delay in sale of mushroom as a highly sensitive product, hence considerable losses to the manufacturer. There is no union to monitor and control the sale of mushroom". Previous studies have underlined the role of production management in the development of agricultural activities, as production management has been introduced a distinctive indicator of new production systems and traditional utilization in the area of agriculture (USAID, 2004).

Overall, the driving and inhibiting factors can be summarized in Table 6:

Table 6: A summary of inhibiting and driving factors to the development of entrepreneurship among rural women

Role of Factors	Selected Categories	Conceptual Categories (Main Factors)	Thematic Categories (Sub-factors)
Inhibiting	Implementation sector problems	Weakness of infrastructures	Weakness of equipment
			Cultural problems
		Supportive and policy inefficiencies of the government and organization	Lack of financial support and policy making weaknesses
			Inefficient operation of the bank
	Production sector problems	Production chain problems	Management system inefficiency
			Marketing and market

			transport problems
Driving	Balanced and endogenous development	Contextual factors	Personality traits
			Supporting groups
		Structural factors	Proper contexts and Infrastructures
			Training

Discussion and Conclusion

Entrepreneurship is a process that plays a crucial role in national and global development and sustainability. Therefore, more than before, it seems required to create an enabling environment for material, spiritual, cultural, scientific support of entrepreneurs in Iran. Although half of our population is composed of women, they have not an optimum participation in development, due to factors such as: the absence of an institution or government agency to promote entrepreneurship, the presence of social, economic, cultural, and political barriers in the country, social myths, and lack of access of women to productive resources such as land, capital, technology tools and appropriate training (Goudarzi, 1999). Hence, knowledge of the factors that influence the development of women entrepreneurship, especially rural women, is of great importance.

The current research seeks to identify and prioritize the driving and inhibiting factors to the development of rural women entrepreneurship in Lahijan city, which based on an analysis of data collected, 17 open codes for driving factors and 29 open codes for inhibiting factors were identified. Using content analysis, the driving factors in the form of "balanced and endogenous class" were categorized into two conceptual classes including "underlying factors" and "structural factors", which the two factors were divided into four conceptual classes including "personality traits", "support group", "proper contexts and infrastructure", and "education". The results showed that the precision in performing the work, interest in the working field, using familial support, proper environmental conditions, and held training courses are the most important driving priorities.

In addition, the inhibiting barriers including "implementation problems" and "manufacturing problems" were categorized into three conceptual categories including "insufficiency of infrastructure", "support and policy insufficiency of government and organization" and "supply chain problems", which these categories consists of six subjects including "lack of equipment", "cultural problems", "lack of financial support and weakness of policies", "inefficient performance of banks", "management system failure " and "marketing problems". Finally, the lack of adequate and proper space, lack of trust in each other, the lack of government support for manufacturers, a high rate of bank interest, lack of attention to the problems in the sphere of production, intense market volatility, fluctuations in input prices, damage to the goods due to pests, were categorized as the major obstacles to the development of rural women entrepreneurship in Lahijan city.

Thus, according to the driving and inhibiting factors identified and prioritized, in order to provide the effective infrastructures supportive of women entrepreneurship development, the following mechanisms can be proposed:

-Allocate more low-interest credit for rural women entrepreneurs by the government entrepreneurship supportive funds, and close monitoring of the distribution and consumption of such funds, in order to expand the production (services) and to create a dynamic business environment.

-Providing more and easier access for rural women to agricultural extension agents and specialists through their regular and periodic visitation of the rural areas, visiting women businesses, and address problems and provide required guidance.

- Increase the number of professional training sessions and workshops on entrepreneurship by government and non-governmental institutions and organizations.

- The quantitative and qualitative extension of Technical Services and Consultancy centers in villages and also select some active women in rural areas as a liaison between rural women entrepreneurs and agricultural development agents and experts.
- Provide favorable conditions and infrastructure for rural women easy access to material, physical, information, and human resources.
- Increasing levels of social capital among the villagers in order to build confidence and to promote a culture of entrepreneurship, and spiritual support of rural women to increase their self-esteem and motivation.
-The use of new marketing techniques tailored to the needs of the market and customers' preferences.

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