

## Upcoming research on the entrepreneurial status of local women in developing countries with emphasis on the position of Iran

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### Abstract

Given the incontrovertible role of women in rural development, strengthening the entrepreneurship of rural women is an effective solution to achieve sustainable rural development.

Rural women entrepreneurship while boosting family returns, via lessening the gap between urban and rural households, saving costs of crop and livestock production, improving literacy and family health, providing household expenses as a head and reducing migration to cities can interest rural life and ultimately society as a whole. Thus, rural women entrepreneurs in developing countries, especially Iran, must have the requisite potentials and allow progress to reach a superior position by improving the level of knowledge

**key words:** Women's Entrepreneurship, Rural women, Rural development

## 1- Introduction:

Currently, the demand of entrepreneurship has become evident more than before in the growth, development and prosperity of human societies. Nowadays, creative, and innovative individuals as entrepreneurs have brought about revolutionary changes in the fields of industry, production and services around the world. Entrepreneurs are those who, produce the products and services that people need and earn a high-income return through creating a new business. In the meantime, paying attention to the villagers and their entrepreneurial ambition as paramount social and economic factors in society is of considerable importance and is undoubtedly one of the most important strategies for rural development, which is also a subset of sustainable development. Today, the presence of women in society is regarded as another aspect of the economic balance, and neglecting their impact on equal social and economic arenas leads to the failure to achieve development goals. The individual power, comprising men and women, is the first lever to move the engine of development, and since women are the largest group of the deprived in the world, the efforts of rural women planners and experts must first be aimed at compensating for restrictions and deprivation and pushing rural women towards Social and economic equality and this is not possible except via empowering them through entrepreneurship (Movahedi and Soleimani Boroujeni, 2016). This study examines the subsequent entrepreneurial status of rural women in developing countries.

## 2- Research literature

### Entrepreneurship

Entrepreneurship, creativity and risky businesses supplies fuel for the engine of progressive economy (Hosseinpour and Zarei Vash, 2010). The importance of entrepreneurship is so much that some experts have called the present age, the age of entrepreneurship. According to them, entrepreneurs regulate a revolution that has led to the transformation and modernization of the economy in the world (Taleghani and Taleghaninejad, 2016). Entrepreneurship is a process in which the entrepreneur creates new professions and companies, new, innovative and growing organization; with novel and creative ideas and identifying new opportunities and mobilizing the resources.

This process, which involves risk and risk, leads to the introduction of a new product or service to the community.

Rako considers entrepreneurship as a kind of human activity that is manifested in the field of occupation and economic activity.

Schumpeter 1, as the pioneering feature of expressing entrepreneurship scientifically in his theories, has utilized entrepreneurship as a disruptive force of the economy and referred it as creative destruction. Zali stated that entrepreneurship is the bridge that turns innovation into prosperity. Parston defined the entrepreneurial process as a managerial behavior that constantly takes advantage of opportunities to achieve results beyond the capabilities of individuals (Sharifi et al., 2010).

### **Characteristics of women entrepreneurs**

The characteristics of women entrepreneurs can be summarized as follows:

\* Having a vision: One of the most important indicators in entrepreneurship is holding a vision and purpose;

To be determined: having an adamant resolve among entrepreneurs, especially women entrepreneurs who are determined to ignore new opportunities and other career opportunities and stick to the work they have chosen for themselves;

Concentration: A woman entrepreneur should focus on the defined vision, use the maximum energy, power and resources available to achieve the goal;

Motivation: The need for self-actualization is one of the most important motivations for entrepreneurs to realize their vision;\*

Dedication and self-sacrifice: Women entrepreneurs dedicate a large part of their lives to fulfill success in business and do not spare any effort with hard work, perseverance and self-sacrifice, (Ariana et al., 1398).

### **Rural Women Entrepreneurship**

Numerous rural development experts believe that recognizing the potentials and skills of women, especially rural women, and guiding their creative talents can be effective in exploiting the capacities of this huge social stratum, in other words, recognizing the various rural requirements of the entrepreneur, measures And provides a suitable opportunity for planning in order to apply the entrepreneurial skills of the hidden employees of the rural community (Tayebzadeh, 2013). Rural women entrepreneurship while increasing household budget by reducing the gap between urban and rural households, saving costs of crop and livestock production, improving literacy and family health, providing household expenses as a head and reducing migration to Cities can affect rural life and ultimately society as a whole.

Hence, identifying the entrepreneurial capacities of villagers, especially rural women, and trying to develop and strengthen entrepreneurship in the rural development process by providing its basic grounds (Hosseini et al., 1397) is of particular importance. According to rural development philosophers

entrepreneurship development in rural areas is one of the most important rural development strategies that can play an important role in rural economic growth and development. Increasing the efficiency and productivity of rural products, increasing the income of villagers, reducing poverty, reducing migration of villagers, etc. in rural areas (Jamshidi et al., 2013).

### **Upcoming Study on the entrepreneurial status of rural women**

Women entrepreneurs are women who initiate a business alone or in partnership and, besides accepting financial, social, moral and psychological risks with creativity and innovation, produce new products to overcome competitors in the market. Given the undeniable role of women in rural development, strengthening the entrepreneurship of rural women is an effective solution to achieve sustainable rural development. Scientific findings indicate the fact that economic development and growth is not achieved in rural areas; unless rural women are directly involved in all aspects of development. Although they have many characteristics in common with their male counterparts, they are unique in many ways. Visible differences in their companies reflect fundamental differences in motivation and goals, preparation, organization, strategy orientation, and access to resources. Women entrepreneurs make a significant contribution to economic growth and national and global development. They are spread all over the world and their number is increasing day by day, because on the one hand, it is a practical entrepreneurship through which women can discover their abilities and be able to reach a position where they experience the risk, make decision about it manage it, and on the other hand, educated women no longer tend to confine themselves to the four walls of the house (Yasuri and Nowruzinejad, 1400). The situation of women entrepreneurship in Iran displays that despite the fact that half of the population of the society is women (49.33% of the total population is women and 12.63% of the total population is rural women and also 48.72% of the total population Rural areas are made up of women), their due in the country's economic activities is only about 17%, which indicates that women confronted with with many threats and obstacles, including economic, social, psychological, cultural, educational and policy barriers in the track of entrepreneurship. And these obstacles disrupt the womens' employment system, especially for rural women due to the particular social, cultural and psychological circumstances of rural areas (Ahmadi et al., 2018). In recent years, the Islamic Republic of Iran has taken preparations to not lag behind the human development and subsequent gender development, which had been mentioned in the vision document. It is stated in the document that the 25-year long-term development plan for Iran has development goals with advanced knowledge, based on the superior share of human resources,

including women, to achieve the first economic, scientific and technological position in the Southwest Asia region (including Central Asia, Caucasus, Middle East and Neighboring Countries (one of the requirements for achieving this goal is women's participation in decision-making and creating change) Vision Document, Expediency Council, 2004). Considering to the special attention of the officials of the Islamic Republic of Iran to the issue of education, it should be mentioned that The country's development programs have also dealt with education, especially higher education, as in the second development plan, the expansion of cultural, religious, scientific, technical, and specialized education required by the country at the master's and doctoral levels has been given importance, as well as support for academic staff in order to boost the efficiency and captivate Iranian specialists abroad and other things that have been mentioned to improve the quality of the country's educational system (Polab and Pishgahifard, 2010).

#### 4- Conclusion

Entrepreneurship development in rural areas is one of the most important rural development strategies that can play a fundamental role in rural economic development and development. Women in the rout of entrepreneurship face many threats and obstacles, including economic, social, psychological, cultural, and educational and policy obstacles, and these barriers disrupt the employment system of women, especially for rural women, due to the unique social, cultural and psychological conditions of rural areas.

Cultural, scientific, technical and specialized religious education can raise the level of rural women entrepreneurs in developing countries as well as in Iran.

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