



# Investigating the Effective Inhibiting and Facilitating Factors on the Activities of Women's Rural Cooperative

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## Abstract

The formation and start of activities of women's companies are formed in terms of using the active population of the society and to improve the level of the rural household, sustainable development and ultimately empowering women. These cooperatives have been considered as one of the desirable methods to attract women's participation, which include cultural, social and economic goals, and with the help of their popular structure, they participate in economic activities and define a special place for rural women. The purpose of this research was to investigate the inhibiting factors and treatment on rural corporate efficiency. The statistical population includes 178 female members from Pakdasht (Mehr Afarin) and Islamshahr (Mehr) cities, of which 120 were selected as a sample using the available sampling method. The tool used in this research is the researcher's questionnaire. The results of the analysis of structural equations show that rural women's non-acceptance of membership and investment in cooperatives is the largest among the limitations and efficiencies of rural women's cooperatives. If the lowest amount is related to the prevention of neglecting the cooperation of rural women's corporate networks.

**Keywords:** Inhibiting and facilitating factors, rural cooperative company, capacity building, women

## Introduction

Today's business environments are known as dynamic and highly competitive environments. Organizations in these environments must act more skillfully to adapt their strategies and actions for success. While the recognition of the company's innovation capacity has a positive relationship with organizational

skill, and companies with higher innovation capacity are better able to use their digital platforms to increase productivity. Research results show that having skills in organizational management has a positive effect on the performance of companies (Elsevier, 2018). Cooperative companies belong to a network of entrepreneurs that has social interactions between members (Deng & Hendrikse, 2018). Given the

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presence of women in entrepreneurship, recent research has focused on the role that this activity can play in helping to overcome the gender gap, defined as the differences between women and men in terms of participation levels, access, salaries and wages. They are understood (European Institute for Gender Equality EIGE, 2017). Social innovation, activities, innovative services that aim to achieve social goals, are at the forefront of academic and policy discussions. Among the institutions that deal with social innovation as a strategy to serve society, cooperatives and social solidarity organizations are at the forefront. Hailed as a major social institutional innovation in the 19th century, cooperatives facilitate social innovation and deliver social good. Healthcare, alternative energy and the environment are key areas of social innovation by cooperatives in the Asia-Pacific region, similar to their counterparts in Europe. Empirical evidence points to the existence of social innovation as well as continuous emphasis on increasing social innovation by cooperatives in the Asia-Pacific region, both to serve the social purpose and to survive in the competitive environment (Dongre & Paranjothi, 2020). While women's entrepreneurship is synonymous with women's empowerment and contributes to economic growth, sustainable entrepreneurship requires innovation and successful diffusion. Obstacles such as reduced entrepreneurial ability, lack of funds, etc., often hinder women's entrepreneurial innovations (SujiR.Nair, 2018). Zand (2014) has stated that regarding the level of investment, the amount of investment in the field of hiring and training of technical specialists is

average and the investment in the field of innovative structures is low in cooperatives. The results of the research of Sadeghi and his colleagues (2015) showed that there is a relationship between the improvement of the performance of institutions and organizations related to the sustainable development of villages and the indicators of rural development in terms of economic, social, cultural, environmental and physical aspects. The results of Zand et al.'s research (2012) showed that the rate of using technological mechanisms to improve innovation capacity in rural women's cooperatives was low, and from the members' point of view, the level of attention to the low level of technological risk-taking was the first priority. The importance of technological mechanisms indicates that, from the point of view of the cooperative members, the modernity of the new design and production procedures was placed in the first priority. Innovation is not more than a choice and option for companies, but as a competitive spirit in the market place that is becoming stronger with the pressure of global customers. With a rapid and intense change that technology has acquired throughout its history, innovation has become a key and successful factor for technology companies. Companies and institutions that wish to maintain their organizational health must ensure the continuous improvement of their accumulated (interconnected) innovation capacity. Accumulated innovation capacity measures can be considered as a guide for practitioners to obtain organizational readiness for rapid product changes from a resource-based perspective (Utara, University 2016). Rural entrepreneurship as



a basic and parallel approach with the goals of rural development can greatly contribute to the development and progress of villages. The development of entrepreneurship as an efficient strategy to solve the problem of unemployment, economic development, poverty alleviation and social justice is necessary, especially in rural communities. Since women make up a large part of rural communities, their entrepreneurship has gained special importance. The existence of many obstacles and problems at the level of rural society has caused the development process of rural entrepreneurship and, by nature, the entrepreneurship of rural women to move slowly. Therefore, the identification of these obstacles can be helpful and productive in understanding the different and numerous dimensions of rural women's entrepreneurship (Baglerian and Nowrozi, 2016).

Based on the results of the analysis of the content of the interviews, the inhibiting factors in the two selected categories (problems of the implementation sector) include two axes of infrastructure weakness and support and policy failures of the government and organizations, and (problems of the production sector) include the problems of the production chain, distribution and Supervision, were categorized. In the meantime, the lack of sufficient and suitable space, lack of mutual trust, lack of government support for producers, high bank interest rates, failure to address problems in the field of production, severe market fluctuations, severe fluctuations in input prices, and damage to products due to pests, are the most important. They have formed barriers to the development of rural women's

entrepreneurship (Ehsanifar et al. 2017). According to the available statistics, nearly twelve millions of Iran's population are rural women. This large group of the population has a very effective role and a significant contribution in the production of agricultural products and rural handicrafts, and a major part of the national income is obtained by them. Despite the continuous efforts of women in the development process of villages, the presence of women in existing rural organizations and their access to resources leads to the economic progress of rural women and provides the possibility of increasing their quantitative and qualitative productivity (Hadadi, 2016).

Regional development policy based on existing knowledge and innovation capacities of regions is one of the neglected issues in Iran's development policy. Currently, there is no serious difference in providing work solutions for different provinces. This is despite the fact that the provinces of the country are different both in terms of having the level of knowledge and innovation and their absorption capacities (Mirzaei and Rabbani, 2015). Women entrepreneurs are designated as growth boosters and rising stars of economies in developing countries to create prosperity. Women entrepreneurs may be defined as women or a group of women who start, organize and manage a business enterprise. Women entrepreneurs because of the push and pull factors that encourage women to have an independent job and make them stand on their own feet and engage in business. The feeling of making independent decisions about their life and career is the motivating factor behind this desire (Koneru, 2017). Innovation, as well

as scientific research, is not a gender-neutral activity. There are few research results on the participation of women and men in the innovation process at the national, regional and organizational levels. Examining the current situation in this research field is the first and most necessary step towards better understanding of women's capabilities and progress in this field. Process occurs (horodynska-eva et al, 2016). And the results show that social and economic innovation, size and willingness to cooperate with other cooperatives are the key factors that help to create a cooperative profile, able to face the challenge of land abandonment and the resulting loss of production (veronica-martiElena, 2021). The findings show us how economic pressure and agricultural programs that focus on women have brought women into public spaces in new ways and gendered spaces of opportunity amid the continuing roles of men as authorities and final decision makers. It has created women who play supporting roles. Innovation processes often replicate gender patterns through decision-making in productive assets, yet access to agricultural knowledge provides ways for women to expand their opportunities by expanding social networks and their ability to negotiate and improve. Women's relationship with society and strong women's management learning in entrepreneurship increases (Tegbaru & Bullock, 2019). Innovation for European agricultural development has implications for the changing role of farming households and their capacity to develop new skills to compete, as well as for the governance structures needed to support innovation and diversity. The process of innovation and diversification is complex

for farm households. This requires a combination of synergy of local and expert knowledge, the capacity to create networks and extract value from those networks, and it requires personal motivation and flexibility to achieve business goals (Fadden Mc, 2016). In general, the compact urban form offers richer amenities, access to public transport and higher quality of places, as opposed to sprawling areas. Since such characteristics attract educated people and drive the economy, based on knowledge and innovation, compact regions can be beneficial for innovation capacity (Hamidi et al., 2017). Cooperatives are enterprises characterized by certain principles such as cooperation, democratic decision-making and education, which characterize their entrepreneurial behavior. It seems that some of these cooperative principles have a positive effect on the performance of these companies and on the three dimensions that define the company's entrepreneurial orientation: being proactive, innovative, and risk-taking. These cooperative principles have a positive effect on the performance of cooperatives directly and through entrepreneurial orientation (Guzman&et al, 2020). While diversity in culture can foster entrepreneurship, it is also likely that cultural diversity attracts a diverse set of people (e.g. in terms of age, education and nationality), thus promoting regional demographic diversity. Gives and vice versa. Ecosystem elements as well as the level of diversity in these elements are interdependent, because diversity in some elements can increase diversity in others, all of which lead to local knowledge and entrepreneurship (Brown and Mason, 2017; Pugh et al. , 2019; Stam 2015; van de ven,



2019). Misalignment between innovation systems combined with resource constraints ultimately forces companies to seek local cost-cutting solutions. These situations result from several institutional deficiencies, including the lack of adequate public policies and political and economic contexts. These gaps can be filled by various agents, including companies, non-governmental organizations, among others, community-based businesses and technology (Agostini, 2017). Today, social entrepreneurship in the public, private and social sectors in the form of different organizational forms, for-profit, non-profit or mixed, charities, cooperatives, joint-stock companies, commercial enterprises, unions, produces and creates social value. Expanding the activity of cooperatives and their membership among women raises the question of whether rural women's cooperatives can be a potential for the formation of social entrepreneurship (Firouzabadi et al., 2017). The results of the research regarding the level of investment, the amount of investment in the field of hiring and training of technical specialists is moderate and the investment in the field of innovation sub-structures is low in cooperatives. The results regarding the impact of innovation capacity levels showed that at the level of investment, its level in the purchase of new technology and equipment, at the level of manufacturing and production, the level of innovation and minor changes in previous processes in cooperatives, at the level of marketing, the level of use of In new marketing methods, at the management level, the level of management's access to the necessary information to create innovation with the

lowest rate of change is the first priority (Zand and Hosseini, 2014). One of the prerequisites for maintaining the competitiveness and stability of the cooperatives is to recognize the capacity of innovation and strengthen the ability of innovation management, in the sense that existing ideas for improving the level of production, processes, marketing and providing new solutions According to the existing conditions, bring them to the implementation stage and modify and improve the existing innovations in a process of trial and error (Dashti, 2015). Paying attention to rural production cooperatives can play a very effective role in the economy of each village and the economy of the agricultural sector in the country. The establishment of such organizations in today's world has a special place in the global economy. Based on the findings, recognition of cooperative tasks and goals, empathy between members and management elements of rural cooperatives, support and assistance from the provincial cooperative administration, rural cooperative relations with related organizations, strong rural cooperative unions in the region, participation among members and support Government legislation has a positive effect on the performance of rural cooperatives in cities (Belali et al. 2017). Haji et al. (2016) showed in their research that the social factor, including the level of awareness among members of cooperative philosophy and principles, the level of trust between members in the cooperative, the level of belief in cooperation and participation among cooperative members, the level of satisfaction with cooperative performance,

is the most important factor. It is considered to be effective on the sustainable development of agricultural production cooperatives.

### **Method and Material**

Considering the position of the activities of the women's rural cooperative company, this research was conducted among the rural women of Pakdasht and Islamshahr. The current research is based on the practical purpose, in terms of the descriptive-analytical research method, in terms of the process of the components and the nature of the data, it is quantitative, non-

### **Results**

Table No. 1 examines the statistical information related to the obstacles and limitations of improving innovation capacity and facilitating factors from the perspective of rural women in Islamshahr and Pakdasht cities.

The above table shows that the average variable of facilitating factors with a value of 3.88 obtained a higher average value than the variable of barriers and limitations to the improvement of innovation capacity with an

experimental. The statistical population of this research was made up of women members of Mehr Afarin Rural Women's Cooperative Company of Eram Pakdasht and Mehr Islamshahr Rural Women's Cooperative Company, whose number was 178. Among these people, 105 people were selected using the method of Tapaching and Fidel (2013) (and for More certainty, 120 people) were selected as the available sample and by developing a questionnaire after confirming its validity and reliability, the collected information and the obtained data were analyzed by SPSS and Smart PLS software.

average value of 3.69. So that the amount of obstacles and limitations to upgrade innovation capacity was 73.8% and the facilitating factors were 77.6%. Also, in the distribution of scores, the facilitating factors are higher than the obstacles and limitations of improving innovation capacity. Also, according to the coefficient of change obtained, the first priority is related to the variable of facilitating factors, and the position of the variable of obstacles and limitations to the improvement of innovation capacity is the second priority.

**Table 1.** Statistical indicators related to the amount of research variables

<b>Variable</b>	<b>coefficient of variation</b>	<b>Variance</b>	<b>standard deviation</b>	<b>percentage</b>	<b>average</b>
Obstacles and limitations of innovation capacity improvement	0/211	0/613	0/782	73/8	3/69
Facilitating factors	0/249	0/939	0/969	77/6	3/88



**Table 2.** Marital status of women based on marital status

marital status	Abundance	percentage
married	89	74/2
single	22	18/3
lack of response	9	7/5
total	120	100

**Table 3.** Frequency distribution of women based on education level

education	Abundance	Abundance	Abundance
under diploma	14/3	13/3	16
diploma	68/8	50/8	61
post graduate	83/9	14/2	17
Bachelor's degree	100	15	18
Failure to respond	-	6/7	8
total	-	100	120

**Table 4.** Frequency distribution of women based on age

Age	Abundance	Abundance	Abundance
29-20	14/3	13/3	16
39-30	68/8	50/8	61
49-40	83/9	14/2	17
Above 50	14/3	13/8	16
total	-	100	120

*The amount of research variables*

Table No. 5 examines the statistical information related to the barriers and

limitations of innovation capacity improvement and facilitating factors from the perspective of rural women in Islamshahr and Pakdasht cities.

**Table 5.** Statistical indicators related to the amount of research variables

Variable	coefficient of variation	Variance	standard deviation	percentage	average
Obstacles and limitations of innovation capacity improvement	0/211	0/613	0/782	73/8	3/69
Facilitating factors	0/249	0/939	0/969	77/6	3/88

The above table shows that the average variable of facilitating factors with a value of 3.88 obtained a higher average value than the variable of barriers and limitations to the improvement of innovation capacity with an average value of 3.69. So that the amount of

obstacles and limitations to upgrade innovation capacity was 73.8% and facilitating factors was 77.6%. Also, in the distribution of grades, it is placed on the facilitating factors, above the obstacles and limitations of improving the capacity of

innovation. Also, according to the value of the coefficient of change obtained, the first priority is related to the variable of facilitating factors, and the position of the variable of obstacles and limitations to the improvement of innovation capacity is the second priority.

Examining the normality of the variables: First, before examining the research hypotheses, it is necessary to evaluate the normality of the research variables with the Kolmogorov-Smirnov test. Therefore, table number 6 examines the normality of research variables.

**Table 6.** Checking the normality of the variables

Variables	level of significance	Z statistic
Obstacles and limitations of innovation capacity improvement	0/001	0/198
Facilitating factors	0/001	0/189

According to table number 6, we can conclude that the significance levels of the research variables are less than 0.05 and this indicates that these variables are not normal. Therefore, due to the fact that all the variables examined in the current research are not normal, PLS software is used to perform structural equations, because another reason for using this software is that the data distribution of all the variables in

the research model are not normal (Hensler and colleagues, 2009).

The test of homogeneity is done in order to single-sex or homogenize the questions of each dimension, and in other words, this test examines the confirmatory factor analysis of the questions of the research variables. Therefore, in Table No. 7, the factor loadings of each question in the questionnaire are given:

**Table 7.** factor loadings of questions in the research measurement model

Variable	question	operational burden	the resul
Facilitating factors	1	0/819	Confirm the question
	2	0/833	Confirm the question
	3	0/872	Confirm the question
	4	0/887	Confirm the question
	5	0/801	Confirm the question
	6	0/726	Confirm the question
	7	0/824	Confirm the question
	8	0/863	Confirm the question
	9	0/826	Confirm the question
	10	0/809	Confirm the question
	11	0/84	Confirm the question
	12	0/817	Confirm the question
	13	0/862	Confirm the question
	14	0/798	Confirm the question
	15	0/845	Confirm the question
	16	0/87	Confirm the question





	17	0/846	Confirm the question
Obstacles and limitations of innovation capacity improvement	1	0/567	Confirm the question
	2	0/716	Confirm the question
	3	0/742	Confirm the question
	4	0/698	Confirm the question
	5	0/756	Confirm the question
	6	0/748	Confirm the question
	7	0/763	Confirm the question
	8	0/504	Confirm the question
	9	0/642	Confirm the question
	10	0/744	Confirm the question
	11	0/79	Confirm the question
	12	0/734	Confirm the question
	13	0/806	Confirm the question
	14	0/779	Confirm the question
	15	0/805	Confirm the question
	16	0/731	Confirm the question
	17	0/779	Confirm the question
	18	0/69	Confirm the question
	19	0/726	Confirm the question
	20	0/693	Confirm the question
	21	0/756	Confirm the question
	22	0/705	Confirm the question
	23	0/729	Confirm the question
	24	0/66	Confirm the question
	25	0/706	Confirm the question
	26	0/589	Confirm the question
	27	0/616	Confirm the question
	28	0/551	Confirm the question
	29	0/562	Confirm the question
	30	0/637	Confirm the question
	31	0/674	Confirm the question
	32	0/635	Confirm the question
	33	0/656	Confirm the question
	34	0/765	Confirm the question
	35	0/768	Confirm the question

Table number 7 shows that the questions whose factor loadings are more than 0.4 remain in the external measurement model and are confirmed, and the questions whose factor loadings are less than 0.4 are removed from the final model and the hypothesis analysis is based on the model. The final is done, while the factor loadings of all

research variables are more than 0.4 and none of the questions are removed from the measurement model.

Validity test of the measurement model (construct validity): The validity test of the model is measured based on convergent and divergent validity. Convergent validity is related to average variance extracted (AVE)

test and comparison test of combined reliability coefficient and average extracted variance, and divergent validity is related to Fornell and Larcker test. In relation to

convergent validity, one of the tests is the Average Variance Extracted (AVE) test, or the shared reliability coefficient, which is given in Table No. 8:

**Table 8.** Checking the convergent validity in the measurement model

Variable	Shared reliability coefficient
Facilitating factors	0/693
Obstacles and limitations of innovation capacity improvement	0/519

As it is clear, for all the variables and especially the dimensions that have questions, the average extracted variance or shared reliability coefficient was more than 0.5. Therefore, the convergence validity of the measurement model is confirmed and this shows that the questions of each dimension have the necessary convergence with each other, in other words, the

questions measuring each variable are correlated with each other.

In relation to the divergent validity of the Fornell and Larcker test, it is examined. This validity is based on Hensler et al.'s research (2009) and examines the critical non-collinearity of the questions of each variable. Table 9 shows the divergent validity related to the Fornell and Larcker test:

**Table 9.** Investigating divergent validity in the research measurement model

	Facilitating factors	Obstacles and limitations of innovation capacity improvement
Facilitating factors	0/832	
Obstacles and limitations of innovation capacity improvement	0/638	0/702

Based on tables number 9, it can be said that the values on the main diameter, which are the root mean of the extracted variance, are more than the numbers of each row, and therefore there is divergent validity between the variables, and in other words, it can be said that there is a divergence between the questions of each variable compared to the

questions of other variables and Or there is a misalignment.

Reliability test: In this section, the reliability of the measurement model is measured based on Cronbach's alpha test, combined reliability test and Spearman test. In table number 410, the reliability of the measurement model is examined.



**Table 10.** Reliability check of the measurement model

Variable	Cronbach's alpha coefficient	Spearman correlation	Composite reliability coefficient
Facilitating factors	0/972	0/974	0/975
Obstacles and limitations of innovation capacity improvement	0/969	0/972	0/971

Based on table number 10, it can be concluded that Cronbach's alpha coefficients for all research variables are greater than 0.7, and therefore the correlation between the questions of the variables outside the measurement model is confirmed and the variables outside the measurement model have internal consistency. Spearman's correlation examines the correlation between the questions of each variable, and since all the coefficients are greater than 0.7, therefore, according to Hensler et al. (2009), the Likert spectrum below seven options is an ordinal spectrum, so this non-parametric test It is measured to be able to examine the correlation between the questions of the variables for the five-choice Likert scale.

Also, since the composite reliability for all variables is greater than 0.7, there is a correlation between the questions of each variable within the measurement model. Since in shared reliability, it is discussed how much each question can be generalized from one model to another, so shared reliability is confirmed for both main variables, because these values are all greater than 0.5.

The quality of the measurement model: The quality of the measurement model examines the quality of the measurement of the variables based on their questions using the cross-validity test of the shared index. Table No. 11 shows the quality of the research measurement model for each variable:

**Table 11.** The quality of the research measurement model

Variable	Model quality
Facilitating factors	0/611
Obstacles and limitations of innovation capacity improvement	0/436

The values of each variable were evaluated with three values of 0.02 (weak measurement model quality), 0.15 (medium measurement model quality) and 0.35 (strong measurement model quality) and it was found that the quality of the measurement model of the agents' skills variable Facilitators and obstacles and limitations of upgrading the capacity of innovation are at a very strong level.

The first hypothesis of the research: obstacles and limitations have an effect on improving the innovation capacity of rural women's cooperative companies in Islamshahr and Pakdasht cities of Tehran province.

In order to investigate the first hypothesis of the research, structural equation analysis under PLS software is used. Now, after examining the measurement model, the

significance of the structural model is examined. Table No. 12 shows the significance test of the first research hypothesis.

**Table 12.** Examination of the first hypothesis of the research

relationship	path coefficient (beta)	standard deviation	t-value statistic	The significance level of
Obstacles and limitations of innovation capacity improvement	0/838	0/029	29/208	0/001

Based on table number 12, it can be concluded that the t-values for the above relationship are outside the range of 2.58 and -2.58 and therefore this relationship is significant with a confidence level of 99%. The result found that obstacles and limitations directly affect the improvement of innovation capacity by 84%. Therefore, in general, it can be concluded that the obstacles and limitations have an effect on improving the innovation capacity in the rural women's cooperative company in

Islamshahr and Pakdasht cities of Tehran province. Therefore, it is expected that the first hypothesis of the research will be confirmed in a larger sample from the same community.

Now, according to the upcoming tests, the ability to predict the improvement of innovation capacity is measured. Therefore, Table No. 13 examines the predictive power of improving innovation capacity in the first hypothesis of the research.

**Table 13.** The predictive power of the criterion variable in the first hypothesis of the research

Criterion variable predictor variables	Facilitating factors					
	R <sub>2</sub>	Result	Gof	Result	Aston-Geisser index result Q2	Result
Obstacles and limitations of innovation capacity improvement	0/7	very strong	0/552	very strong	0/446	very strong

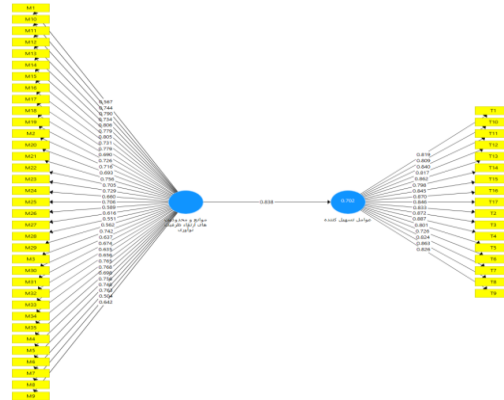
Table number 13 shows that the R2 index adjusted for the criterion or endogenous variable is given and their values are 0.19 (weak prediction quality), 0.33 (medium prediction quality) and 0.67 (strong prediction quality). ) are evaluated. This is indicative of the fact that the obstacles and limitations of upgrading the innovation capacity by 70% and in a very strong way predicts facilitating factors as endogenous variables or criteria. On the other hand, the Gof test, which is related to the goodness of

fit index, was evaluated with a value of 0.725 with three standard values of 0.01 (weak quality measurement), 0.26 (moderate quality measurement) and 0.36 (strong quality measurement). is placed and it is clear that the power of fitting this software to check the first hypothesis of the research is very strong. Also, Stone-Geisser index Q2 is given for the endogenous variable and their values are evaluated with three values of 0.02 (weak structural model quality), 0.15 (medium structural model

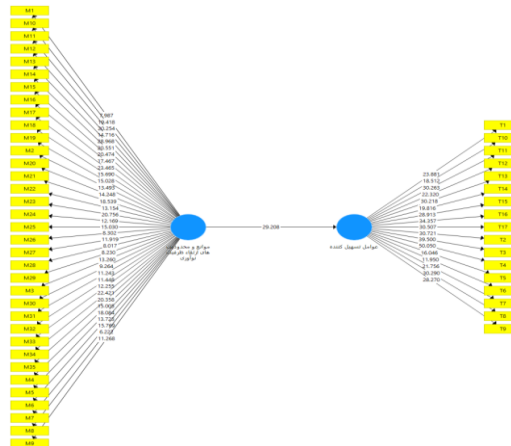


quality) and 0.35 (strong structural model quality). Therefore, it was found that for the variable of facilitating factors it is 45% and this index shows that the quality of the structural model in the first hypothesis of the research is evaluated in a very strong

way. As a result, the conceptual model of the research has a favorable fit. Now, the measurement model of the research in the mode of estimating the coefficients and the significance of the coefficients are given in forms 6-7.



**Figure 1.** Research measurement model in the mode of coefficient estimation



**Figure 2.** Research measurement model in the significance mode of coefficients

The second hypothesis of the research: the obstacles and limitations of improving technological capacity in rural women's cooperatives do not have the same priority.

Table No. 14 examines the ranking of barriers and limitations of improving innovation capacity using Friedman's test.

**Table 14.** Ranking of obstacles and limitations of innovation capacity improvement

Obstacles	average rank	Prioritization	Khi 2 statistics	degree of freedom	level of significance
Ignoring network cooperation in rural women's cooperatives	12/99	35	155/525	34	0/001
The position of innovation management in cooperatives is not clear	16/35	30			
Lack of proper communication between universities and rural women's cooperative	18/87	10			
Lack of government support for cooperatives, especially innovative cooperatives	17/7	22			
Failure to provide the required capital for cooperatives from the government	20/25	3			
Lack of bank credits to provide innovation in cooperatives	19/59	6			
Lack of funds to promote and introduce the product of innovative cooperatives	18/75	13			
The low literacy level of rural women's cooperative members	16/75	28			
Lack of self-confidence of rural women's cooperative members	15/24	33			
Lack of familiarity with new methods of entrepreneurship education and innovative education	14/15	34			
Lack of sufficient studies in the field of innovation and entrepreneurship according to the conditions of cooperatives	19/98	5			
Inability to understand situations, opportunities and threats in cooperatives	19/41	7			
Lack of scientific ability to create innovation	17/85	21			
Lack of skills and ability to manage innovation	18/82	11			
Lack of acceptance of rural women from membership and investment in cooperatives	21/87	1			
Lack of skill in using existing capacities and innovative methods	17/89	20			
Lack of access to resources to design innovative ideas	18/82	12			
Lack of government support for the innovation of rural women's cooperative members	17/37	26			
Lack of sufficient understanding of the target market and customer-oriented credits	17/95	19			
Lack of familiarity with business rules in cooperatives	15/48	32			
Negative attitude and unwillingness of cooperative managers towards implementing and creating innovation	16/13	31			



Weakness of training and information courses for managers	17/6	24			
Weakness of training and information courses for managers	18/52	17			
Lack of specific technical and entrepreneurial skills in cooperatives	18/57	15			
Lack of specialized, entrepreneurial and innovative human resources in cooperatives	19/11	8			
Lack of tools and criteria to measure progress in rural women's cooperatives	20/54	2			
Lack of human resources and their allocation to rural cooperatives	17/53	25			
Lack of variety and difference of thoughts among rural women	16/36	29			
Lack of capable trainers and managers in innovation systems for training women members	18/46	18			
Cultural and social problems related to women members of cooperatives to carry out innovation	17/13	27			
Absence of timely and active learning and training process in cooperatives	18/55	16			
Inadequate or limited innovation rewards and incentives among cooperatives	17/65	23			
Management's inability to reject a proposal or identify the best option for innovative projects and activities	18/74	14			
Lack of familiarity of government institutions with cooperative companies of rural women	18/92	9			
Lack of recognition and mechanisms of innovative capacities and the ability to create an innovative environment	20/13	4			

Table No. 14 shows that the barrier of rural women's non-acceptance of membership and investment in cooperatives has obtained the highest average rating. This shows that the obstacle of rural women's non-acceptance of membership and investment in cooperatives is the most important in the obstacles and limitations of improving technological capacity in rural women's cooperatives. If the lowest average is related to the obstacle of inattention to network cooperation in rural women's cooperatives. On the other hand, the level of significance obtained from the chi-square statistic of the Friedman test indicates that the percentage

of error confirming the significance of the above test is significant with a confidence level of 95%, and therefore, the ranking in the obstacles and limitations of technological capacity improvement in rural women's cooperatives has The priorities are not the same and the second research hypothesis is confirmed.

### **Discussion, conclusions and suggestions**

The purpose of this research was to investigate the factors that prevent and facilitate the improvement of the capacity of women's rural cooperative company in Pakdasht and Islamshahr cities. The results

of the hypothesis analysis showed that the research hypotheses have been confirmed. This means that the obstacles and limitations of improving innovation capacity have an effect on facilitating factors in rural women's cooperatives in Islamshahr and Pakdasht cities of Tehran province. Hamjanin showed that the obstacles and limitations of improving technological capacity in rural women's cooperatives do not have the same priority. In this way, the non-acceptance of rural women to join and invest in cooperatives is the most important among the obstacles and limitations of improving technological capacity in rural women's cooperatives. If the lowest average is related to the obstacle of neglecting network cooperation in rural women's cooperatives.

The results of this research are in line with the research done by Taherkhani et al. In fact, it can be said that recognition of cooperative tasks and goals, empathy between members and rural cooperative management bodies, support and assistance of the provincial cooperative administration, rural cooperative communication with related organizations, strong rural cooperative companies in the region, participation Acceptance between members and legal protections of the government (Bilali et al., 2016) have a positive effect on the performance of rural cooperatives in the researched areas. On the other hand, the lack of proper management in the cooperative; cooperation and non-participation of members; members' unfamiliarity with cooperative principles, philosophy and concepts; lack of training of members and managers; existence of weak laws; The weakness of the economic

structure of the members and the lack of government supervision are among the most important factors preventing the development of agricultural cooperatives (Valizadeh, 2013), the researched areas. In general, creating a suitable management model, training efficient managers, training farmers and systematic planning, and long-term is considered important for carrying out cooperative activities.

The results of this research can be caused by the lack of proper management of rural cooperatives. Therefore, the service-oriented value management alcove can be useful in improving the existing conditions. In such a model, important principles such as pluralism, symbiosis, and individual independence, justice in distribution, people's ownership and multilateralism of activity are raised in this cooperative company. Considering the existing conditions, it is not possible to expect that the problems and obstacles of this cooperative company will be solved in a short time, but it also requires long-term and systematic planning.

According to the results of the present research and the importance of the effect of various factors on the success of rural production cooperatives, the following suggestions are presented:

1. The company of cooperatives and the cooperative administration for social and human aspects such as the participation of members in meetings and decisions, improving the technical skills of members, attracting creative managers and increasing the satisfaction of members from the cooperative administration of Vastan city by providing consulting services, and pay





special attention to training and providing necessary credits for members.

2. The members of the cooperatives should be taught how to manage the cooperatives, and they should be warned about the favorable and unfavorable consequences of wrong and principled management.

3. Cooperatives and government institutions should pay more attention to the organization of classes, meetings and the use of experts in the field of training, and the training should take place in the form of training workshops and internships. Because this practice helps to strengthen scientific education and the participation of members of rural cooperatives in educational research.

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