

Factors that Affect Developing Women Entrepreneurship in Gilan

Shahrbanoo Rafiei¹

Department of Sociology, Central Tehran Branch, Islamic Azad University, Tehran, Iran

Soroush Fathi²

Associate Professor of Sociology, West Tehran Branch, Islamic Azad University, Tehran, Iran

Tahmuroos Shiri³

Associate Professor of Sociology, Central Tehran Branch, Islamic Azad University, Tehran, Iran

Received 25 December 2020 ||| Accepted 9 January 2021

Abstract: Each society requires a comprehension, sociability, and acculturation of the concept of development in its components and columns by emerging and training of human resources stemming from the theme of that society to achieve sustainable, balanced, and humane development and also the dynamism and crystallization of the concept of development demand justice and equality of social groups in distributing material and spiritual resources. Also, it is remarkably necessary to pay attention to women and empowering them as one of the central agents that play a role in sustainable development to provide a business environment and its development and can stimulate society towards superiority, considering the human resources capabilities and creating possibilities to develop the business and eliminating its limitations will begin to economic growth and development of society. Hence, this paper aims to study the factors influencing the development of women entrepreneurship in Gilan, and this study has been conducted by survey method. 390 female entrepreneurs were determined as the sample size based on Cochran's formula, and samples were provided by the method of simple random sampling, and samples also were questioned. The results obtained by multiple regression analysis concerning the effect of independent variables on entrepreneurship development present that: managerial and network factors with an influence of 0.759 have the highest influence on entrepreneurship development, and in the next step, a technological factor with 0.483, an economic factor with 0.384, individual-personality factors with 0.366 and environmental factors with 0.28, and cultural and social factors with 0.154 affect the dependent variable of entrepreneurship development, respectively. Generally, the mentioned factors explain 49% of the variance changes in the entrepreneurship variable.

Keywords: Entrepreneurship, Development, Women's Empowerment, Social contexts, Cultural contexts.

|||

Introduction

The developed society should pay attention to the factors of development in the historical context of cultural-social requirements... which the phenomenon of entrepreneurship and recognizing the effective factors, and also contextualization of cultural and social dimensions and..... in the atmosphere of society, is one of the factors that affect the sustainable development. Particularly, women entrepreneurship as dynamic and active human resources and other factors and contexts that cannot be covered from the origin of human life play an effective and active role in economic and social changes and developments. Considering the women entrepreneurs' contemporary and past cultural and social status and examining the current barriers and conditions can exhibit their competencies and capabilities and the barriers that can enable the women to participate more in the household economy and the country as well as in cultural and social developments in providing this important process (entrepreneurship and its development) (Rafiei, Shahrbanoo, Fathi, Soroush & Shiri, Tahmours, 2020)

Unquestionably, the development trend in developed countries displays the fact that entrepreneurship affects the economy so that entrepreneurs have played a central role in the economic development of developed countries and underdeveloped countries have neglected its significance in economic development. The history of economic development in underdeveloped countries produces evidence to support the fact that entrepreneurship influences the economy. Entrepreneurship development includes:

¹ Email: rafiees80@yahoo.com

² Email: fathi.soroush@wtiau.ac.ir (Corresponding Author)

³ Email: shiri.tahmuros@gmail.com

enhancing the possibility and rate of entrepreneurial behavior in all aspects of entrepreneurship, in other words, increasing entrepreneurial opportunities, developing the interest and motivation in citizens to perform entrepreneurial activities, and empowering them to succeed in implementing the entrepreneurial process. Considering the role that entrepreneurship in generating employment, wealth creation, providing and developing technology, encouraging and supporting investment, expanding new markets, increasing welfare, organizing and using resources effectively and...., Currently, it has been recognized as a method to develop countries, both economically and socially, and most countries consider the issue of entrepreneurship in their development programs. Accordingly, it is essential to pay attention seriously to the targeted development of entrepreneurship in terms of the country's cultural, social, and economic development in the twenty-year perspective of the country after recognizing the role and position of entrepreneurship development in the sustainable development of the country.

Entrepreneurship is increasing rapidly, and women's entrepreneurship is a particular issue and considered around the world. Many researchers assume that women's entrepreneurial activities have a noticeable role in the health of nations' economies. In a short time, women could make enormous changes in the economic development of countries by entering the field of business. Statistics reveal that women's economic activities provide 25 to 35 percent of the world's total activity. Women's economic activities in the world and their orientation towards entrepreneurial activities are caused by different reasons such as unemployment, independence, earning income, low wages and dissatisfaction with previous occupations. But various factors are effective in facilitating or weakening these activities. Examining these factors can be effective highly in developing women's entrepreneurial activity.

Entrepreneurship can enable the women to reveal their abilities, eliminate obstacles to show their talents, and increase their courage every day. Entrepreneurship is explained as the "engine of economic development" in today's competitive and market-based economy, which is connected with rapid and accelerated international changes and is identified by the transition from an industrial society to an information society and the transformation of the national economy into a global economy, developed countries look at the entrepreneurship as a strategy for development. And they attempt to lead people to entrepreneurial activities because of the special place of entrepreneurs in the process of sustainable development and economic growth and success. (Rafiei et al.: 2020)

Employment and entrepreneurship have very positive effects on the human spirit and behavior. These positive effects can be identified in cases such as socialization, obtaining a general structure for life, and personality growth. Having a positive business or activity in society for all people, particularly women, who include half of the country's population, is associated with developing skills, creating a regular timeline for life, social interaction, acquiring individual, occupational, economic, and social status. Having no income causes catastrophic changes in people's lives. For many people, particularly headed household women, losing or not having a business means losing their home and other worthy assets. Such adverse conditions negatively influence their family, economic, social status, and self-esteem. Because headed household women encounter unpredictable and unstable conditions, they doubt their abilities, capabilities, and skills. As a result, this vulnerable group's unemployment changes their thought, daily lifestyle, decreases self-esteem, and increases physical and mental disease. Symptoms and indications of such problems have been frequently observed among headed household women immediately or one year after separation and lack of employment and income. (Rafiei et al.: 2020)

According to available statistics, the percentage of rural and urbanization in Gilan is about 40 and 60 percent, respectively. In this province, the women population is 1263099 people that 552076 are rural women, and 711023 are urban women. Consequently, the requirement to pay more attention to their situation becomes more obvious due to the high percentage of women (rural and urban) in this province and the low level of their active economic participation. Currently, developing economic activities and entrepreneurship is identified as an effective strategy for economic and social development at the country level. Developing economic activities suggests the process of discovering and utilizing opportunities to create value in different economic and social fields and plays a decent role for a more

active presence in global markets, coping with competition, sustainable employment, development of justice, and

Developing economic activities as the most efficient and practical strategy to eliminate the ties and economic and social problems demands identifying and removing the obstacles. Capacity building to develop the economic activities, on the one hand, wants to provide training and entrepreneurial skills with a market-oriented approach and based on the requirements of society at the educational level; on the other hand, it requires to recognize and eliminate obstacles in providing the appropriate conditions to develop manufacturing and service activities. As a new phenomenon in the economy, entrepreneurship plays an effective role in countries' economic development and progress. In other words, in a dynamic economy, ideas, products, and services are continually changing, and the entrepreneur provides the model to cope and adapt to new conditions. Innovators are the administrators of the principal ideas and assets of an economic enterprise in a developed economic system and are viewed as the main factors of sustainable development. Entrepreneurship development in various sectors based on their properties and conditions is a multidimensional and complicated category, and acquiring them requires the consideration and comprehensive efforts of governments in formulating policies and macro-plans, providing the required infrastructure, and implementing a targeted program to expand entrepreneurial ideas and promoting the individual's knowledge and abilities to correctly use current potentials and resources and counter to developments and challenges. Furthermore, participating in women's entrepreneurship in the first step wants to correctly identify the factors encouraging entrepreneurship development according to the current capacities and fields. Accordingly, we examine women's entrepreneurship to identify and understand comprehensively the effective social contexts and factors. In other words, this study intends to answer the question, what factors have affected women's entrepreneurship and its development, and how much and how had each factor (individual, social, economic, etc.) affected?

Experimental considerations

Considering the importance of entrepreneurship, several studies have been conducted in different parts of the country, and we can mention the results of several cases:

- Rafiei, Shahrbanoo; Soroush Fathi; Tahmours Shiri (2020) concluded in the study conducted on entrepreneurship development from the women entrepreneurs' perspective in Guilan that the effect of cultural contexts (level of education, participation in workshops, counseling with specialized associations, participation in entrepreneurship courses, counseling with other entrepreneurs) and social (family support, support of other groups, social responsibility, family attitude, the general attitude to entrepreneurship, living environment, a role model of a general inclination to entrepreneurship, membership in entrepreneurship associations, membership in formal and informal entrepreneurship groups (social trust) is apparent in developing the entrepreneurship.
- Ghasemi Priya (2017), investigating the role of social support on women's entrepreneurial activities for sustainable development, analyzing the data shows that social support significantly affects the women's entrepreneurial activities and sustainable development measures. Farhad Shekarchi; Bijan Rahmani; Rahmatollah Monshizadeh (2018) concluded by analyzing the gender of the entrepreneurship development process in rural areas (Case study: Central part of Khalkhal) that the process of entrepreneurship development among males and females is influenced by various factors such as income, attraction, and repulsive factors of entrepreneurship, environmental factor, etc., and the process of entrepreneurship development had been different between males and females.
- Rostamalizadeh ValiAllah, Parvin Ali Jomehzadeh (2018), in examining the factors affecting women entrepreneurs' success in Tehran confirmed that economic and social components and conditions including age, marital status, education level, work experience, and income level play a significant role in women's entrepreneurship in Tehrani. It means that women's entrepreneurship rate is decreased slightly by increasing the age. Single people and people with a bachelor's degree have a higher entrepreneurial spirit; also, the women's entrepreneurial spirit is increased by increasing their work experience. Eventually, trying to raise income promotes

an entrepreneurial spirit in women. The results of regression analysis explain that the variables of achievement motivation, innovation, managerial skills, the culture of cooperation, entrepreneurial parents, the experience of gender discrimination at work, support of government institutions, relevant legal structures, and widespread social relations have been able to explain 73.7% of changes in entrepreneurship.

- Asadzadeh Manjili Sahar, Shamim Kabiri Herzoili, (2016) identifying the factors affecting the development of studied women entrepreneurship: Educated women in Gilan in this study have been organized to investigate the factors affecting the development of women entrepreneurship in Gilan. Accordingly, this study aims to describe each of the research variables, including psychological, economic, scientific, social, cultural, and legal factors, and explain the relationship between each and the development of women entrepreneurship. The results of the analyzing research hypotheses indicate the positive effect of psychological, scientific, educational, socio-cultural, and legal factors on the development of women's entrepreneurship
- Iqbal Sefat Ronaghi Fariba, Mohammad Hasan Jafari Sayadi (2014), Investigating the factors affecting business development and entrepreneurship in Gilan due to the large gap between the current situation and the optimal situation to strengthen labor's entrepreneurship skills, which is the most important component of organizations, The results of the research indicate that entrepreneurs in Gilan are supported through the primary network (close, experienced and reliable friends), and there is a low connection with the secondary network (communication with business associations and specialized consultants). It indicates that other network factors considered for entrepreneurs in Gilan have not discovered their actual existence. The results explain that the country's environmental conditions are not desirable and motivating conditions to develop their business. Entrepreneurs encounter serious environmental barriers to entrepreneurship development.
- Hosseini Nia Gholam Hossein; Ahmad Yaghoubi Farani; Reza Seyedin (2014) in measuring the factors affecting the performance of women entrepreneurs in the villages of Miyaneh showed that there is a significant relationship between variables such as objectives, motivations, planning skills, different business skills and finally, this fact that women have some strengths in business and business performance and these variables can explain the performance of rural women entrepreneurial businesses. Based on the research results, it can be stated that strengthening these variables can accelerate rural women entrepreneurship development in these areas.
- Movahedi Reza; Ahmad Yaghoubi Farani (2014) Findings of analysis of factors affecting the entrepreneurship related to the rural women indicate that there is a significant relationship between personality traits, economic status, and socio-cultural conditions related to the women and their level of entrepreneurship and there is no significant relationship between family status and entrepreneurship. Among the three variables included in the regression, two variables of personality traits and economic status entered the regression equation. Additionally, as the results of path analysis show, variables of economic status, personality traits, and socio-cultural conditions related to the women, respectively, had the highest effects on their entrepreneurship level and explained 40.7% of the changes in the level of entrepreneurship.
- Pouryousefi Hamid and Soroush Fathi, Mohammad Ali Pouryousefi (2012), examining the factors affecting work culture among female workers in the industrial sector, revealed that there is a relationship between individual-personality factors, occupational factors, economic factors, cultural factors, and organizational factors and work culture. Regression analysis of work culture with independent variables indicates the fact that cultural factors are highly important among the independent variables of research.
- Zakariaie, Manijeh; Mokhtarpour, Mahdi; (2010) conducted a study entitled Investigating the socio-cultural factors affecting women's entrepreneurship: A Case Study of Karaj, and the results showed that the role model, marital status, and education level affected the female entrepreneurs' entrepreneurial motivation.

The following results are achieved by theoretical intermediate examination and studies conducted on the characteristics of entrepreneurs and influential factors:

The requirement for development: The concept of the requirement for improvement and development in entrepreneurs has continuously been regarded. According to McClelland, the presence of this trait in people plays a prominent role in their entrepreneurial role, in other words, people with a high level of requirement for progress perform more entrepreneurial activities compared to others, and risk-taking: An entrepreneur is a person who puts time, effort and occupational credibility at risk and invests financial resources in a risky business that the results of the business are not predictable for him/her.

Another characteristics of entrepreneurs is the tolerance of ambiguity, this characteristics is the ability to react positively to ambiguous situations and make decisions in ambiguous conditions and insufficient information. Entrepreneurs in starting a new business experience various challenges and potentials that have a questionable perspective and creativity and innovation, which are to create new ideas that are beneficial and valuable; and innovation is caused by creativity and effectively using the ideas that emphasize more on the production and services. Self-efficacy means the person's belief in using resources, skills, and personal competencies to achieve a specific level of progress in a special activity (Bandora; 1997).

Joseph Schumpeter believes that the role of creative, innovative, and entrepreneurial humans is not necessarily to invent, explore, or invest; rather, they are very creative individuals. Schumpeter considers economic growth and development as a function of the transfer of the investment function and the change of the slope of this curve, and on the other hand, he recognizes the transfer of the investment function as a function of capital and the existence of entrepreneurs. In other words, he believes that economic growth and development do not happen only due to increasing physical capital and the key role of human and human capital should not be ignored. He emphasizes the effect of social dimensions in achieving modernization and growth and development. His study can be considered in the following three fields:

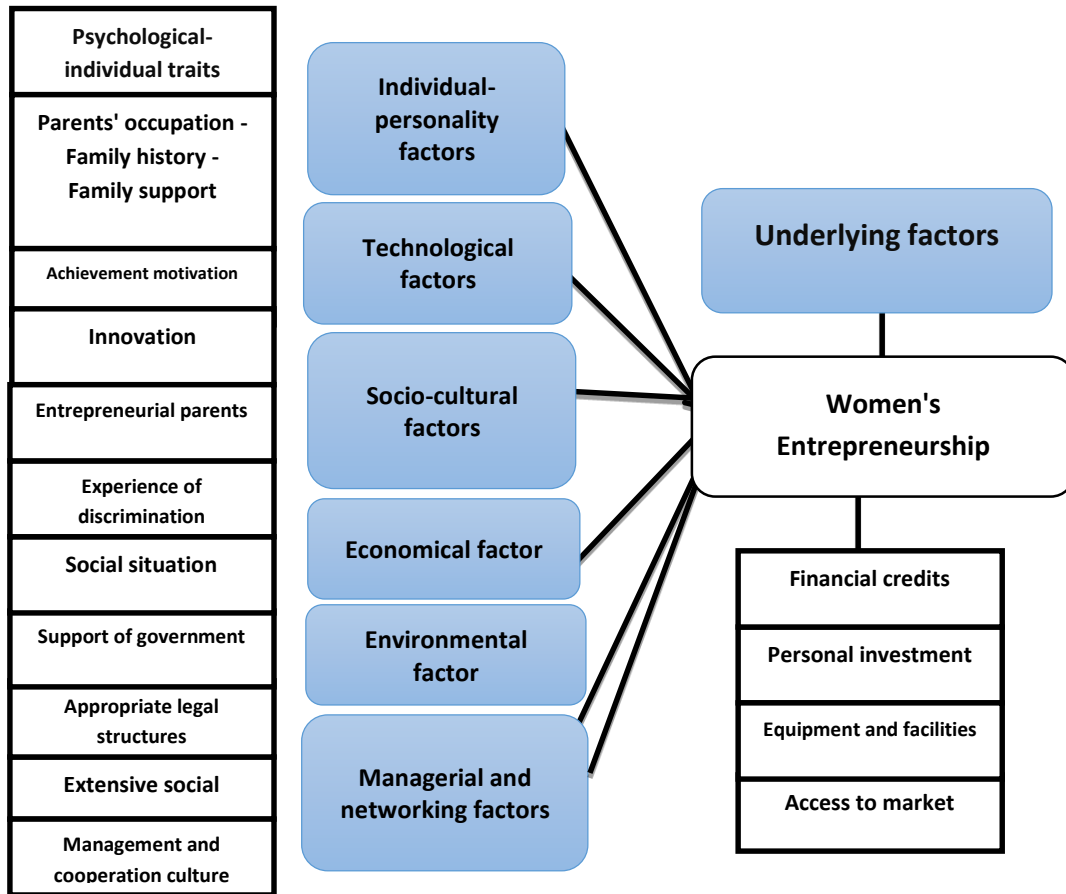
Entrepreneurship spirit: According to Schumpeter, the employer is someone whose task is to make economic decisions, which are explained as employer decisions. According to him, the employer is someone who completely understands the value of technique, goods, and resources and makes money to create a manufacturing unit, without being rich and also provides the factors of manufacturing in the best way and combines and connects with each other, and takes the best advantage from this combination and merging. He is an arrogant, innovative, and forward-looking person and combines innovation with other factors of manufacturing in the best way. He interests creative and top managers. He informs of the value of invention and discovery, and ultimately, according to Schumpeter's opinion, the employer is one of the determinants of economic growth and development. Schumpeter says: "The employer is not content to run the economy according to traditional rules and methods, but relies on its initiative and strong faith (high risk-taking spirit) for the future to constantly rebuild and modernize profitable resources. According to Schumpeter, economic directors in the modern world do not appear in privacy, but as "bees in a beehive/category." The appearance of one or more employers causes the appearance of other employers. Nevertheless, the origin of the business is encountered with problems and resistances, and this is a process that results in economic growth and development. According to Schumpeter, the former inventors expand their influence more than their sphere of action, and the economy enters a stream of modernization more and more rapidly, which is the basis of the flourishing and development. (Azkia, and Ghaffari, 2007: pp. 223-224)

Research Hypotheses

- 1) It appears that individual and personality contexts affect entrepreneurship development
- 2) It appears that cultural and social factors affect the development of entrepreneurship
- 3) It appears that economic factors affect the development of entrepreneurship
- 4) It appears that managerial and network factors affect entrepreneurship development
- 5) It appears that the growth and development of technology affects the development of entrepreneurship
- 6) It appears environmental factors affect the development of entrepreneurship

Conceptual Model

The factors influencing women's entrepreneurship can be considered individual-personality, socio-cultural, economic, environmental, technological, and managerial-network factors based on the theoretical foundations of research and conducted studies. The subsequent analytical model involves these factors and also the variables related to each of them.



Methodology

In this research, a combined method and interview technique, and questionnaire have been applied to collect data. The statistical population in this research includes women entrepreneurs in Gilan. According to Cochran's formula, approximately 390 people were selected as a sample and questioned utilizing the systematic random sampling method. Expert opinions have been used to determine the validity of the content of the questionnaire. Cronbach's alpha statistical method has been employed to determine the reliability of the questionnaire. Cronbach's alpha test is 0.889 and indicates the reliability of the tool to measure the independent and dependent variables.

Research Findings

390 people have the age variable equal to 32, which explains that the highest frequency of age is related to the age of 32 years old. The mean age of individuals in this study is 39.19. 32.9% are single and 53.7% are married. 36.1% have a diploma, 35.5% have a bachelor's degree, 23.2% have a master's degree and 7.9% have Ph.D. 40.8% have selected self-employment, 22.1% government jobs, and 37.1% others.

Regression model of factors influencing the development of entrepreneurship:

Table (1): Variables entered in the model and regression fitting method

Model	Variables entered into the model	Eliminated variables	Regression method
1	Individual-personality factors Socio-cultural factors Economic factor Managerial and networking factors Technological factor Environmental factor	--	Enter

According to Table 1, the variables entered in the model are individual-personality factors, socio-cultural factors, economic factors, managerial and network factors, technological factors, environmental factors, and the regression model-fitting method (Enter) have been presented. In this method, all variables are entered into the model and all the information entered in the model analysis is applied. In other words, this method provides all possible regressions to the researcher.

Table (2): Regression fit determination coefficient

Model	The correlation coefficient	The determination coefficient	Adjusted coefficient of determination	Standard estimation error
1	0.64	0.506	0.496	0.3302003

According to Table 2, the correlation coefficient of individual-personality factors, socio-cultural factors, economic factors, managerial and network factors, technological factors, and natural environmental factors is 0.64 and its square means the coefficient of explanation equal to 0.40 and the coefficient of adjusted explanation is equal to 0.496. In other words, 0.496 percent of the variance of entrepreneurship development variable is predicted by individual-personality factors, socio-cultural factors, economic factors, managerial and network factors, technological factors, and environmental factors in the adjusted state.

Table (3): Analyzing the variance of regression fitting

	Sum of squares	Freedom degree	Mean of squares	F	Significant level (0.05)
Regression	1.171	6	1.571	4.454	0.000
Residuals	2.977	373	0.066		
Total	9.424	379			

Table 3 shows Analyzing the variance indicates regression fitting in which the sum of squares, mean squares, degrees of freedom, the value of F (4.454) and also the significant level (0.000) have been shown. Considering that the significance level value has been achieved less than 0.05, regression significance can be inferred.

Table (4): Coefficients of the regression model

Model	Non-standard coefficients		Standard coefficients	t	Significant level (0.05)
	B	Standard error	Beta		
Constant	3.389	0.294	-	11.532	0.000
Individual-personality factors	0.441	0.062	0.366	7.129	0.000
Socio-cultural factors	0.188	0.076	0.154	2.484	0.014
Economic factors	0.007	0.047	0.384	0.141	0.008
Managerial and networking factors	0.562	0.051	0.759	11.079	0.000
Technological factor	0.354	0.052	0.483	6.038	0.000
Environmental factor	0.222	0.057	0.280	3.874	0.000

Table 4 exhibits the estimation of regression model coefficients. The regression coefficient for individual-personality factors was 0.441, the standard error value was 0.062 and the standard coefficient has been 0.366. Considering that the value of the t-statistic has been equal to 7.129 and the level of significance (equal to 0.00) has been achieved less than 0.05, the significance of the coefficient of individual-personality factors and its influence on entrepreneurship development can be approved. The same result has been obtained for other variables. The results of the regression analysis of the variables in the equation can be presented as standardized in the following mathematical equation:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \varepsilon$$

In other words

Entrepreneurship Development = + Individual - Personality Factors (0.366) + Socio-cultural factors (0.154) + Economic factor (0.384) + Management and network factors (0.759) + Technological factor (0.483) + Environmental factor (0.280)

Table (5): Regression model coefficients in order of influence

Variable	Effect coefficients
Managerial and networking factors	0.759
Technological factor	0.483
Economic factor	0.384
Individual-personality factors	0.366
Environmental factor	0.280
Socio-cultural factors	0.154

Conclusion

Socio-economic growth and development of any society are equal in empowering human resources and other resources through modern education and in agreement with modern and world science and also based on the requirements and conditions of that society. We recognize that sustainable development of every society today is dependent on wealth and underground resources, mines, or financial capital and depends on up-to-date knowledge and technology that turns into wealth and capital and influences the growth and development of countries. This process is by equalizing the use of the ability and the talents of specialized and skilled manpower in order to apply it optimally and comprehensively. A capable man and planner are considered as one of the main factors in developing any society. On the other hand, the characteristic factor of forms of development in human society and the chapter that defines socioeconomic spectrums and formations in human societies are the same abilities and profitable and smart activities and how to systematically apply other resources.

In the modern and developed societies of this century, intelligent human capital (capable and planner) and physical capital (economy, underground resources, environment, etc.) simultaneously with other capitals such as family, culture, political society, tradition, and customs are considered as factors of development and paying attention to their accumulation, particularly human capital, which realizes the objectives of growth and development. Achieving sustainable, balanced, and humane development is probable with the appearance and expansion of endogenous, introverted, and self-dynamic human capital. Providing human capital demands to perform educational activities. On the one hand, any educational investment improves the capabilities of the human resources and, on the other hand, provides the labor force for better utilization of existing or modified production resources, consequently paving the way for economic growth and development for countries.

Most developed countries believe that the high economic growth of the country depends on increasing the identification and level of human resources capabilities and developing the skills of the labor force, and all developing countries attempt to increase and accumulate human capital by developing human resources investment, growth and accelerate their socio-economic development and improvement. Training the workforce improves and grows the skills and capabilities of the workforce, and training investments improve the skills and productivity of the workforce and increase the productivity of the

workforce representatives. On the one hand, this process promotes producer revenue and consumer well-being, and on the other hand, results in higher GDP and expediting economic growth. On the other hand, the more money society invests in instruction, the more educational possibilities will be implemented, and this agent will lead to more abilities, higher productivity, and more revenue.

Iranian society is a young, dynamic community and can be the generator of endogenous sustainable development. This is accomplished when the principle of justice of economic activities based on the activities of young, creative, and entrepreneurial males and females is completed, not a slogan according to this fact that female have included half of the country's population and their ratio in educated society is still developing, but they have not yet made a satisfactory contribution to the national economy. The regression coefficient for individual-personality factors has been achieved 0.441, the standard error value has been 0.062, and the standard coefficient has been 0.366. Considering that the value of t-statistic has been achieved equal to 7.129 and the level of significance (equal to 0.00) is less than 0.05, the significance of the coefficient of individual-personality factors and its influence on the variable of entrepreneurship development can be approved.

The regression coefficient for socio-cultural factors has been achieved equal to 0.387, the standard error value has been 0.043, and the standard coefficient has been 0.297. Considering that the value of the t-statistic has been achieved equal to 6.423 and the level of significance (equal to 0.00) has been less than 0.05, the significance of socio-cultural factors and its influence on the variable of entrepreneurship development can be verified. The regression coefficient for the economic factor has been 0.737, the standard error value has been 0.065, and the standard coefficient has been 0.341. Considering that the value of the t-statistic has been achieved equal to 4.098 and the level of significance (equal to 0.00) has been achieved less than 0.05, the significance of the economic factor coefficient and its effect on the entrepreneurship development variable can be verified. The regression coefficient for management and network factors has been achieved equal to 0.512, the standard error value has been 0.041 and the standard coefficient has been equal to 0.218. Considering that the value of the t-statistic has been achieved equal to 2.809 and the level of significance (equal to 0.00) has been achieved less than 0.05, the significance of the coefficient of managerial and network factors and its influence on the variable of entrepreneurship development can be verified. The regression coefficient for the technological factor has been achieved 0.907, the standard error value has been achieved 0.083 and the standard coefficient has been achieved 0.264. Considering that the value of the t-statistic is 7.259 and the significance level (equal to 0.00) has been achieved less than 0.05, the significance of the technological factor coefficient and its influence on the entrepreneurship development variable can be verified. The regression coefficient for the environmental factor has been achieved by 0.613, the standard error value has been achieved by 0.094, and the standard coefficient has been achieved by only 0.198. Considering that the value of the t-statistic has been achieved equal to 9.023 and the level of significance (equal to 0.00) has been achieved less than 0.05, the significance of the environmental factor and its influence on the entrepreneurship development variable can be verified.

It can be concluded by analyzing the theoretical and experimental literature that a dramatic change has occurred in the social interactions of individuals, which is a kind of social and cultural flourishing. However, change continuously possesses its costs and demands a lot of time. We also observe a significant resistance in cultural and social changes by populations that slows down changes in society. Today, the increase in expanding the several universities and also academies have caused necessary changes in the level of cultural attitudes of families and males, as a result, it has caused academic competition for family members, and consequently, the level of women's education and awareness has been increased and participating in workshops, receiving advice from specialized associations, participating in entrepreneurship courses, consulting with other entrepreneurs has caused to appear their creativity in order to start and develop entrepreneurship and families have been ready for cultural and economic changes which the areas that have helped to develop women's entrepreneurship include the following factors: family support, support for other groups, social responsibility, family attitude, the general attitude to entrepreneurship in the living environment, role modeling, the general tendency to entrepreneurship, membership in entrepreneurial associations, membership in formal and informal

entrepreneurship groups, social trust as the result of changes and developments at the level of the individual and society has provided the foundation for the closeness of women in the country's economy to play a fundamental role in the economic cycle. These issues do not violate the presence of women in the past. What can be presented from these materials is the more presence of women in the economic field and fundamental changes in the intellectual foundations of society at the level of the family institution at the micro and macro levels and at the level of society in the form of other institutions such as education and the future perspective of that generation will be active (Rafiei et al., 2020)

References

1. Asadzadeh Manjili Sahar, Shamim Kabiri Herzoili, (2016) Identifying the Factors Affecting the Entrepreneurship Development of Women: Educated Women of Gilan, 4th National Conference on Entrepreneurship and Management of Knowledge-Based Businesses – 2016
2. Azkia, Mostafa, and Gholamreza Ghaffari (2007) *Sociology of Development*, Tehran, sixth edition, Kayhan Publications, 2007.
3. Bandura, A. (1997) "Self-efficacy: the exercise of self-control". New York: Freeman
4. Farhad Shekarchi; Bijan Rahmani; Rahmatollah Monshizadeh (2018) Gender Analysis of Entrepreneurship Development Process in Rural Areas (Case Study: Central Part of Khalkhal), *Iran Social Development Studies Volume 11, Number 1, Winter 2018*, pp. 115-128
5. Ghasemi Priya (2017) A Study of the Role of Social Support on Women Entrepreneurship Activities for Sustainable Development Conference of Government and Public Organizations and Centers of the High Council of Women of Isfahan Chamber of Commerce, Mining and Agriculture, Jihad University Institute of Higher Education: 2017, Volume 2
6. Hosseini Nia Gholam Hossein; Ahmad Yaghoubi Farani; Reza Seyedin (2014) in Assessing the Factors Affecting the Performance of Women Entrepreneurs in the Villages of Miyaneh, *Women in Development and Politics, Volume 12, Number 4, Winter 2014*, pp. 545-558
7. Iqbal Sefat Ronaghi Fariba, Mohammad Hassan Jafari Sayadi (2014), A Study of Factors Affecting Business Development and Entrepreneurship in Gilan, *The First National Electronic Congress of Biology and Natural Sciences of Iran - 2014*
8. Movahedi Reza; Ahmad Yaghoubi Farani (2014) Analysis of Factors Affecting Rural Women Entrepreneurship *Social Studies of Women Psychology Volume 12, Number 4, Winter 2014*, Page 7-42
9. Pouryousefi Hamid, Soroush Fathi Mohammad Ali Pouryousefi (2012) A Study of Factors Affecting Work Culture among Female Workers in Women Industry and Society (Former Women Sociology) Third Year, Spring 2012, No. 1 (9th)
10. Rafiei, Shahrbanoo; Soroush Fathi; Tahmours Shiri (2020) A Study of Entrepreneurship Development Fields from the Perspective of Women Entrepreneurs in Gilan Province Iranian *Journal of Social Development Studies Volume 12, Number 2 (46), Spring 2020*, pp. 117-129
11. Rostamalizadeh Valiollah, Parvin Ali Jomehzadeh (2018) A Study of Factors Affecting the Success of Women Entrepreneurs in Tehran *Social Development Quarterly (Former Human Development)*, Volume 12, Number 3, Spring 2018, Pages 172
12. Zakariaie, Manijeh; Mokhtarpour, Mahdi; (2010) entitled A Study of Socio-Cultural Factors Affecting Women's Entrepreneurship: A Case Study of Karaj *Journal of Sociological Research*, Fourth Year, Issue 3 (Fall 2010)