



Explanation of the Opportunity Identification Model Based on Gender Restrictions Affecting Women's Entrepreneurial Identity (Case Study of Pharmaceutical Companies in Tehran)



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ABSTRACT

Background: Stereotypical beliefs and gender biases play a limiting and discouraging role in the development of women's entrepreneurship, which can have a significant impact on women's willingness to become entrepreneurs.

Methods: This research aims to identify and analyze the gender-based limitations affecting the entrepreneurial opportunities of female entrepreneurs using a mixed-methods approach. This research is applied in terms of its objective. In the qualitative phase, 14 experts were selected using a purposeful sampling method. Data collection was conducted through library studies and semi-structured interviews. In this section, the data were analyzed in three stages: open, axial, and selective coding, which resulted in the identification of 51 indicators and 12 components. The research questionnaire was designed based on these indicators. In the quantitative section, the statistical population was all female entrepreneurs in the pharmaceutical companies under study, which totaled 425 people. Using Cochran's formula and a simple random sampling method, 170 people were selected as the sample size. Data collection was carried out using a researcher-made questionnaire, whose reliability was confirmed with a Cronbach's alpha coefficient of 0.89 and validity using expert opinion. Data analysis was performed using SPSS23 and PLS3 Smart software.

Results: Based on the research findings, 12 components of social, cultural, economic, educational, legal, behavioral, personality, individual, commercialization, knowledge enhancement, entrepreneurial awareness, and market recognition limitations were identified under the title of dimensions and components of gender-based limitations affecting women's entrepreneurial opportunities. The results also showed that social limitations ($\beta=-0/578$), cultural limitations ($\beta=-0/429$), economic limitations ($\beta=-0/408$), educational limitations ($\beta=-0/346$), legal limitations ($\beta=-0/297$), behavioral limitations ($\beta=-0/215$), personality limitations ($\beta=-0/189$), and individual limitations ($\beta=-0/138$) have a negative and significant impact on entrepreneurial opportunities.

Keywords: Gender-based limitations, entrepreneurial opportunities, women



Introduction

Today, the one-sided focus of economic systems on wealth creation and profound social changes has led to widespread economic disparities, such as the gap between the rich and the poor, which has raised the idea of entrepreneurship. In the present era, entrepreneurial thinking is of great importance (Arend, 2020). Entrepreneurship plays a significant role in job creation, innovation, and creativity. In contrast, women's entrepreneurship is a source of economic growth and sustainable development, and women have a unique role in society (Hendratmi et al., 2022).

Women constitute half of the world's population and play a vital role in economic and social development. The remarkable increase in women's entrepreneurship over the past decade highlights the vital role of women in global sustainable development (Adom et al., 2018). In addition, women have creative, solid, and opportunity-seeking abilities that tend toward innovative business leadership and social responsibility, promoting social welfare and sustainable development (Anandalakshmy & Ashokkumar, 2018).

According to the Global Entrepreneurship Monitor (GEM) report titled Women's Entrepreneurship Report 2019/2020, it was shown that 231 million women in 2020 started a new business or were in the process of starting one (Gashi et al., 2022). Also, according to a report from the Global Entrepreneurship Monitor (2021), out of 42 countries studied, only in countries such as Angola, Indonesia, Kazakhstan, Saudi Arabia, Oman, and Togo, the number of active women entrepreneurs is more than men entrepreneurs, while in other countries the number of men entrepreneurs is more (Huang et al., 2022), such that, women entrepreneurs participate in the service and retail sectors disproportionately compared to men, while women entrepreneurs' businesses are smaller and have fewer employees, lower sales growth, and more difficult access to capital than men (Morris et al., 2006).

Various studies have shown that women entrepreneurs face numerous challenges, from starting a business to continuing it (Gashi et al., 2022). These challenges are influenced by various factors, including cultural limitations and household activities (Ogundana et al., 2021), financial constraints (Bami, 2019), childcare, lack of time and energy (Sharma & Gaur, 2020), high social expectations (Fernandes & Sanfilippo, 2020), inability to balance personal and professional life, and access to markets, lack of budget, and market saturation (Gashi et

al., 2022). Limited access to credit, lack of adequate counseling and guidance related to entrepreneurship, lack of experience in adequate planning (Ramadani et al., 2015), idea theft (Dahl et al., 2020), lack of use of technology (Sajjad et al., 2020), and especially identity and behavioral limitations (Gashi et al., 2022) are among the challenges. Ghorbani Piralidehi (2020) showed in a study that individual-personal barriers, economic-financial barriers, cultural-social barriers, and family and institutional-legal barriers are the barriers to the development of home-based businesses. Kazemi and Moghimi (2018) identified individual, environmental, infrastructural, organizational, and occupational barriers as barriers to the development of women's entrepreneurship in Iran. They showed that the most critical barriers to women's entrepreneurship, from the point of view of men, are infrastructural barriers and, from the point of view of women, environmental factors. Also, Shateryan et al. (2017) concluded that knowledge and skill barriers and legal barriers have been the most critical barriers to the entrepreneurship of rural women. Karamian and Saghaeian (2023) believe that financial barriers, legal barriers, and individual barriers can have a limiting or deterrent role in the development of women's entrepreneurship. The findings of Gashi et al.'s research (2022) showed that childcare, elderly care, access to financial resources, and individual and social problems are the challenges facing women entrepreneurs in developing countries, especially in the state of Kosovo. Kelly & MC Adam (2022) found in a study that women entrepreneurs face limitations on the entrepreneurial path that affect social relationships, work relationships, and individual and family factors. The results of Panda's research (2018) showed that the limitations of women entrepreneurs in developing countries are due to gender discrimination, work-family conflict, difficulty in raising capital, lack of infrastructure, unstable economic and political business environments, lack of education, and personality differences. Al-Ghamri (2016) showed in his research that the main challenges facing women's employment are discrimination and infrastructural deprivation, which is at the forefront of these limitations, identity and family limitations. The findings of Mauchi et al.'s research (2016) showed that women entrepreneurs face limitations related to access to financial resources, the conflict between work and family responsibilities, networking challenges, and lack of education and management skills. Raw materials supply markets were mentioned as the least challenging for women entrepreneurs. Also, Niethammer (2013) considers the most critical

barriers to women's entrepreneurship in the following cases: a) Behavioral barriers: Women have lower self-confidence and a negative self-image b) Role-playing barriers: Conflict between different tasks with time constraints c) Social and cultural barriers: Negative view of women at work d) Educational barriers: Women have a lower level of education than men and often have limited access to vocational educational opportunities e) Occupational barriers: Women have fewer opportunities in the formal economy to advance their skills f) Infrastructural barriers: Access to credit, technology, support services, land and information is generally more difficult for women g) Legal barriers: Independent legal activities are limited for women.

Women entrepreneurs fight for their achievements by facing significant challenges and problems; where these challenges can be addressed by informing their families about the opportunities available to these women and encouraging them to create jobs (Nirmala and Subranami, 2021). However, despite the ongoing progress of entrepreneurial activities in different countries, existing statistics indicate that Iranian society still needs to be able to utilize the capabilities related to women entrepreneurs (Keshavarz and Zivdar, 2021). In Iran, women and their issues have always been among the most hidden dimensions of Iranian society and have never been raised as an issue that should be addressed. In this way, assessing and understanding the entrepreneurial behavior of women is also tricky (Anvari et al., 2020).

What is essential is that inattention to the livelihood of Iranian families leads to an increase in the unemployment rate, a decrease in the quality of life, and an increase in migration to cities. Therefore, starting a business and entrepreneurship can be effective in the sustainability of livelihood because it leads to an increase in family income and, as a result, creates suitable employment for them. After all, employment is one of the practical and essential categories in livelihood sustainability. However, despite this, one of the most important issues that research has arisen from is the problems and issues that women entrepreneurs face. It is evident that on the path of developing women's entrepreneurial activities, by identifying and removing the existing obstacles and problems, the grounds for facilitation and development in women's entrepreneurial activities are created (Keshavarz and Zivdar, 2021).

This research aims to design a model to estimate the extent and how women do business and entrepreneurship to provide an appropriate reference for decision-making and planning to increase the efficiency of entrepreneurship development programs, increase production and access to suitable product sales markets, and identify and analyze the gender limitations of women in entrepreneurial activities through exploration studies and provide solutions to the community for the development of entrepreneurship. Since no specific study has been conducted in Iran on the gender limitations that affect women's entrepreneurial opportunities, to clarify this research, the researchers intend to answer the following questions:

- What are the gender limitations that affect entrepreneurial identity in opportunity recognition in women entrepreneurs?
- What are the entrepreneurial opportunities for women entrepreneurs?

Materials and Methods

This research is applied in terms of its objective, uses a mixed-methods approach of qualitative and quantitative methods, and uses an exploratory design. One of the characteristics of the exploratory method is that data collection and analysis will take place in two qualitative and quantitative approaches, non-simultaneously and sequentially. In this method, the priority is with the qualitative approach, so first, the identification of the components of the model of gender limitations affecting entrepreneurial opportunities for women entrepreneurs to improve the business environment and increase economic productivity was carried out using the qualitative method and through literature review, analysis of existing scientific documents and conducting semi-structured interviews in this field. Then, to investigate the importance of each of the indicators and components, a researcher-made questionnaire was used to validate the results. Therefore, the present research is an exploratory mixed-methods research.

The statistical population of this research in the qualitative section was carefully selected. It included female entrepreneurship managers in pharmaceutical companies (Aboureihan, Barij Essence, Vanadaroo, Afashimi, Farir Asa Tab, Daroo Darman Paya Teb, Tak Gen Zist, Danesh Gostaran Borna Salamat, Razan Farnad, Valian Daroo) located in Tehran province. These individuals were chosen using a purposeful



sampling method, ensuring the sample was representative. To the point of theoretical saturation, 14 people were selected for data collection. The data collection method in the qualitative section was a semi-structured interview and a discussion in focus groups (focused). The statistical population of the quantitative section was all female entrepreneurship experts in the pharmaceutical companies under consideration, which totaled 425 people. Using the Cochran formula and the simple random sampling method, 170 people were selected as the sample size, further ensuring the representativeness of the sample.

To ensure the validity of the research, a peer review (interviewees) and a multi-source data method were used. The reliability of the coding done was calculated using a test-retest reliability method and intra-subject agreement reliability (agreement between two coders). The qualitative data was analyzed and interpreted using the three-stage coding method, titled open, axial, and selective coding. In the second part of the research, a questionnaire containing all the indicators and components of the model of gender limitations affecting entrepreneurial opportunities for women entrepreneurs was designed and provided to the quantitative sample (170 female entrepreneurship experts) to confirm the data extracted from the qualitative analysis. The content validity of the questionnaire was confirmed based on the experts' approval of the questions. Also, Cronbach's alpha coefficient was calculated to calculate the reliability of the questionnaire, and the total Cronbach's alpha coefficient of the questionnaire was 0.89, which was a desirable reliability. The analysis and interpretation of the collected data were carried out using two descriptive and inferential methods: SPSS23 and PLS3 Smart software, ensuring the rigor of the research.

Results

After reviewing valid scientific sources to determine the gender limitations affecting the entrepreneurial opportunities of women entrepreneurs to improve the business environment and increase economic productivity, as well as interviewing experts in this field, the results were coded and analyzed. The purpose of coding is to label and organize qualitative data to identify different topics and the relationships between them. For instance, in open coding, the text of each interview was read several times, and the key sentences were extracted and recorded as codes. A key sentence could be, 'I faced difficulties in accessing capital due to my gender.' then, the

conceptually similar codes were grouped. In the next step, those concepts were placed in more significant categories. In axial coding, the initial codes and categories that were created in open coding were compared with each other, and similar items were merged. For example, 'difficulties in accessing capital' and 'gender discrimination in funding' were merged. In contrast, the categories that were related to each other were placed around a common axis. Finally, as shown in Table 1, the data obtained after the three-stage analysis of open, axial, and selective coding were coded and related to one of the 12 components of educational limitations, behavioral limitations, personality limitations, individual limitations, social limitations, cultural limitations, economic limitations, legal limitations, commercialization, knowledge enhancement, entrepreneurial awareness, and market knowledge.

After collecting the data from the qualitative part of the research and analyzing and coding it simultaneously, the results were conceptualized in the form of a research model. Then, based on the relevant model, a 51-item questionnaire based on a five-degree Likert scale was extracted from the components obtained from the in-depth interview. After a preliminary test, the final questionnaire was designed, and the link to the electronic questionnaire (in www.porseline.ir) was designed. Then, to answer the main research question based on which model is suitable for determining the gender limitations affecting the entrepreneurial opportunities of women entrepreneurs, third-order confirmatory factor analysis was used to investigate and determine the model indicators in the direction of entrepreneurship and improving the business environment and increasing the productivity of women entrepreneurs, and the test of the research pattern was obtained by examining the path coefficients (factor loadings) and factor analysis. Third-order factor models are defined as a type of factor model in which the latent factors that are measured using components are themselves under the influence of a more fundamental variable, or in other words, a latent variable but at a higher level (Seyyedabbaszadeh et al., 2012). In the present study, since each of the indicators can act as a model indicator, third-order factor analysis was performed, and the test of the research pattern was obtained by examining the path coefficients (factor loadings) and factor analysis.

In the beginning, to confirm the validity of the measurement tool, three types of validity were used under the title of content validity, convergent validity, and discriminant validity.

Content validity was created by ensuring the compatibility between the measurement indicators and the existing literature, and this validity was obtained through a survey of professors. Discriminant validity was also assessed by comparing the AVE root with the correlation between the latent variables (Table 2). For each reflective construct, the AVE root should be greater than the correlation of that construct with the other constructs in the model (Choua & Chen, 2009). In this study, two criteria (Coefficient of Cronbach's Alpha and Coefficient of Composite Reliability) were used to determine the reliability of the questionnaire, according to Fornell and Larcker (1981). The Cronbach's alpha coefficients of all variables in this study were above the minimum value (0.7). Tables 2 and 3 show the results of the validity and reliability of the measurement tool in full.

Based on the titled materials and the results obtained from the outputs of the PLS3 Smart software, Tables 2 and 3 show that the measurement tool has suitable validity (content, convergent, and discriminant) and reliability (factor loading, composite reliability coefficient, and Cronbach's alpha coefficient).

Analysis and results showed that among the eight components affecting gender limitations in the identification of opportunities, entrepreneurship in women has been of the highest importance. In order, social limitations with a path coefficient of $\beta = -0.578$ have been of the highest importance, followed by cultural limitations ($\beta = -0.429$), economic limitations ($\beta = -0.408$), educational limitations ($\beta = -0.346$), legal limitations ($\beta = -0.297$), behavioral limitations ($\beta = -0.215$), personality limitations ($\beta = -0.189$), and individual limitations ($\beta = -0.138$). Also, educational limitations (X2) (lack of women's entrepreneurship associations) with a factor loading (0.869) have been of the highest importance. In behavioral limitations (X6) (unequal participation opportunities) with a factor loading (0.827), in personality limitations (X8) (low physical strength of women) with a factor loading (0.837), in individual limitations (X13) (existence of work stresses) with a factor loading (0.823), in social limitations (X20) (role conflict (male-female identity duality)) with a factor loading (0.832), in cultural limitations (X25) (disbelief in women's abilities) with a factor loading (0.866), in economic limitations (X30) (lack of easy access to financial resources for women) with a factor loading (0.857), in legal limitations (X32) (discrimination in obtaining licenses and priority for men) with a factor

loading (0.860) has been the most effective components. Also, in commercialization (X37) (creativity in the demand market) with a factor loading (of 0.760), in knowledge enhancement (X42) (field visits to successful and entrepreneurial rural women) with a factor loading (of 0.795), in entrepreneurial awareness (X48) (optimal use of resources) with a factor loading (0.795), and market knowledge (X50) (identification of people's needs and desires) with a factor loading (0.784) have been of the highest importance (Figure 1).

Figure 1 shows the measurement model in the standard coefficient estimation mode (PLS-A), and Figure 2 shows the measurement model in the standard coefficient estimation mode (PLS-A) for women entrepreneurs.

The estimation of the standardized path regression coefficients is shown in Table 4. As shown, the most significant impact was that of social limitations with a value of 0.578- on entrepreneurial opportunities. The impact of cultural limitations with a value of 0.429- was also ranked next. Thirdly meaningful was the impact of economic limitations, with a value of 0.408, on entrepreneurial opportunities. Finally, the overall fit of the above models was also examined using the GOF criterion. Wetzels et al. (2009) introduced three values of 0.01, 0.25, and 0.36 as weak, medium, and strong values for GOF. In the present study, obtaining a value of 0.794 for GOF indicates an overall solid fit of the present study model (Table 5).

Conclusion and Suggestions

Women can play a significant role in entrepreneurial development and be recognized as a critical factor in the economic development of countries. Women who participate in entrepreneurial activities must manage the conflict between being a woman and being an entrepreneur, as entrepreneurs have traditionally been described as men. Therefore, a woman entrepreneur must be able to manage the balance between gender and entrepreneurship and identify herself as a woman in entrepreneurial activities.

Despite the undeniable role of women and their participation in the sustainable development process, unfortunately, they face many bottlenecks, challenges, problems, and limitations in the field of entrepreneurship. This issue has made the use of women's potential in development programs a complex and intricate matter that requires knowledge and awareness



to get out of it. Therefore, as a necessity, to develop the share of women in the national economy and to combat the crisis of women's unemployment, it is necessary to provide the necessary conditions for the development of women entrepreneurs' businesses so that women can create businesses and employment opportunities for themselves and others to end the current problem of society. Therefore, the present study helps to identify the gender limitations that affect the entrepreneurial opportunities of women entrepreneurs, to reform the future path, and ultimately to increase their individual and social efficiency.

The model presented in this study has a multidimensional approach with a local perspective. It is unique for application in the entrepreneurship system and in line with society's future vision and necessary capabilities.

From the perspective of the study participants, social limitations have a negative and significant impact on entrepreneurial opportunities. According to the research findings, social factors play a vital role in women's employment and entrepreneurship. These factors include traditional social norms and beliefs that often appear as obstacles to women's equal employment. Society's view of women's employment, psychological and emotional pressure from society, opposition from parents to entrepreneurial activities, and the dislike of women facing men in society, which leads to tension and a kind of role conflict and the pressures arising from it, are important social factors in women's employment. In such a way, women have fewer job opportunities than men and are often employed in the informal sector with lower wages. This result is in line with the results of the research of Meftahi and colleagues (1399), Gashi and colleagues (2022), and Fernandes and Sanfilippo (2020).

From the perspective of the study participants, cultural limitations have a negative and significant impact on entrepreneurial opportunities. According to the research findings, it can be concluded that the challenges of women entrepreneurs in Iran are generally in the area of cultural issues and have roots in the beliefs and mentalities of society because it is believed that women should stay at home and do housework and refrain from interfering in the work of men. This approach is evident in many economic activities. These approaches either appear directly and express negative views against innovations and innovations, or they are manifested in the delay in the creation and development of businesses and the lack of the

necessary facilities and indifferent treatment of the subject, which can prevent women from accessing entrepreneurial opportunities. This result is in line with the results of the research of Khashayari and colleagues (1400) and Ogundana and colleagues (2021).

From the perspective of the study participants, economic limitations have a negative and significant impact on entrepreneurial opportunities. According to the research findings, securing capital for women is one of the main problems because financial centers refrain from providing capital due to distrust of women. A large number of women entrepreneurs need help to actively participate in the creation of new markets for their products due to financial constraints. As a result, they will have limited sales. This result is in line with the results of the research of Hemat and colleagues (1400), Gashi and colleagues (2022), Bami (2019), and Ramadani and colleagues (2015).

From the perspective of the study participants, educational limitations have a negative and significant impact on entrepreneurial opportunities. According to the research findings, it can be concluded that although entrepreneurship education is considered a necessity for the development of entrepreneurship, the weakness of women's knowledge and skills, the lack of women's entrepreneurship associations, and the lack of access to information have caused so far not to see the desired and desirable success in this field. Although today we are witnessing the growth and expansion of universities across the country, this issue is different from the development of entrepreneurship. In this regard, entrepreneurship education, as one of the essential issues, plays a fundamental role in creating entrepreneurial opportunities for women. This result is in line with the results of the research of Panda (2018), Marian and colleagues (2016), and Machi and colleagues (2015).

From the perspective of the study participants, legal limitations have a negative and significant impact on entrepreneurial opportunities. According to the research findings, it can be concluded that some of the legal limitations that affect entrepreneurial opportunities include discrimination in obtaining licenses and priority for men, government disregard for women's employment in society, the selection of men instead of women, the law prohibiting women from working without the consent of their spouse, and strict and time-consuming licensing laws and conditions for women. Removing legal obstacles by creating centers in all ministries to

support women's rights, creating working groups to raise the awareness of officials about the possible adverse effects of laws and regulations on women's business and employment, and drafting laws to defend women's commercial rights can be effective in creating entrepreneurial opportunities. This result is in line with the results of the research of Shaterian and colleagues (1396) and Panda (2018).

From the perspective of the study participants, behavioral limitations have a negative and significant impact on entrepreneurial opportunities. According to the research findings, it can be concluded that many women entrepreneurs do not have the mental security and peace of mind due to work stresses, verbal harassment from those around them and society, unequal opportunities for participation, and suppression of their interests and desires by men. They spend much energy to overcome these mental discomforts, which can prevent them from accessing entrepreneurial opportunities. This result is in line with the results of the research of Gashi and colleagues (2022) and Panda (2018).

From the perspective of the study participants, personality limitations have a negative and significant impact on entrepreneurial opportunities. According to the research findings, it can be concluded that in terms of personality, the low physical strength of women, lack of continuation of activities or unforeseen events, lack of sufficient motivation (due to being the breadwinner of men), lack of self-confidence and self-confidence in women and physical and mental consumption are significant obstacles to achieving entrepreneurial opportunities. Some women entrepreneurs are not able to take risks and start or expand their businesses due to their lack of self-confidence, and the mental taboos that are derived from family and social education take away the courage to implement their ideas. This result is in line with the results of the research of Khashayari and colleagues (1400), Gashi and colleagues (2022), Panda (2018), and Marian and colleagues (2016).

From the perspective of the study participants, individual limitations have a negative and significant impact on entrepreneurial opportunities. According to the research findings, women entrepreneurs attribute some of the limitations in starting a business and entrepreneurship to themselves. They consider work stresses, susceptibility to failure, dependence on men in society, lack of self-

confidence, and the existence of mental pressures from the family to be significant obstacles to entrepreneurial opportunities, and these obstacles and limitations severely threaten entrepreneurship. This result is in line with the results of the research of Khosravi (1401), Mirvahedi and colleagues (1398), and Kelli and MC Adam (2022).

- The research findings underscore the importance of the following strategies in improving the research process:

- Reducing gender discrimination and accepting women as much as possible in the socio-economic arena, increasing women's access to resources, identifying job opportunities and providing support services in this regard, and reducing the steps of establishing and managing companies.

- The need for change and transformation in the existing socio-cultural structures of the country in order to encourage women and girls to entrepreneurship

- Promoting the culture of entrepreneurship in society by introducing prominent entrepreneurs and awarding awards, recognizing the importance and value of entrepreneurs in the society's economy, valuing women's entrepreneurship, and introducing successful women entrepreneurs in order to increase self-confidence, self-confidence, and entrepreneurship motivation in young girls

- Raising the level of community awareness and creating a culture of women's presence and employment in society in order to deal with working women and reduce social harassment.

- Designing and establishing incubators for women's entrepreneurial activities to support creative ideas and support them until they reach results and generate income

- Providing appropriate financial resources to women entrepreneurs, including low-interest loans with long-term repayments, taking into account the inability of young women entrepreneurs to provide heavy collateral.

- Holding brainstorming sessions with experienced entrepreneurs to transfer experiences, knowledge and information and motivate startups.

- Eliminating administrative bureaucracies, clarifying business rules and regulations, and facilitating the receipt of multiple business startup licenses.



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Authors' contributions

All authors contributed to obtaining final approval.

Conflict of interest

The authors declare that they have no known competing conflict of interests – be it financial or personal relationships that could have appeared to influence the work reported in this paper.

Tables

Table 1. The results of coding in the qualitative stage

category	broad layers (concepts)	Small layers (primary codes)
Gender restrictions	Educational Limitations	Poor knowledge and skills of women
		Lack of women's entrepreneurship associations
		Lack of access to information
	Behavioral restrictions	Psychological insecurity
		The burden of the role
		Unequal opportunities for participation
		Suppressing the interests and wishes of women entrepreneurs
	Limitations of personality	Low physical strength of women
		Non-continuance of activity or unforeseeable events.
		Lack of sufficient motivation (due to men being breadwinners)
		Lack of self-confidence and self-confidence in women
		Depletion of physical and mental strength
	Individual limitations	Existence of work stress
		Motivating women in the face of failure
		Dependence on men in society
		Lack of self-confidence in women
		Existence of emotional pressure from the family
	Social constraints	Mental and psychological pressure from society
		Parents' opposition to entrepreneurial activities
		Role conflict (male-female identity duality)
		Dislike of women meeting men in society
	Cultural Limitations	Men's need for women's presence in the family
		Society custom against women's employment
		Parents' opposition to women's independence
		People's disbelief in women's abilities
		Having the task of cooking and not social activity
	Economic constraints	lack or lack of hardware and software capabilities
		Women's wages are lower than men's
Lack of low interest loans for entrepreneurs		
Lack of easy access to financial resources for women		
There was no financial support		
Legal restrictions	Discrimination in taking permission and giving priority to men	



category	broad layers (concepts)	Small layers (primary codes)
Entrepreneurial opportunities		The government's disregard for the employment of women in society
		Choosing men instead of women
		The law prohibiting women from working if the wife does not agree
		Strict laws and conditions for obtaining a license and time for obtaining a license for women
	Commercialization	Creativity in the demand market
		Innovation and production of new and quality goods
		Responding to new requests
		Identify business opportunities
	Knowledge Enhancement	Strengthening women's special skills in entrepreneurship
		Field visits of successful rural women and entrepreneurs
		Setting up national and regional exhibitions
		Communication with successful female entrepreneurs
	Entrepreneurial consciousness	Being legal
		Saving in production costs
		Correct planning at work
		Optimal use of resources
Market Recognition	Accurate marketing	
	Identifying people's needs and wants	
	Identification of market preferences	

Table 2. Convergent validity and reliability of measurement tools

dimensions	Average Variance Extraction (AVE)	Composite Reliability (CR)	Cronbach's alpha
Educational limitations	0/649	0/924	0/714
Behavioral restrictions	0/670	0/922	0/763
Personal limitations	0/625	0/891	0/753
Individual limitations	0/621	0/845	0/791
Social restrictions	0/660	0/849	0/776
Cultural limitations	0/542	0/856	0/864
Economic limitations	0/742	0/961	0/826
Legal restrictions	0/649	0/894	0/895
Commercialization	0/705	0/880	0/806
Additional knowledge	0/633	0/882	0/851
Entrepreneurial alertness	0/679	0/897	0/889
Knowledge of the market	0/721	0/853	0/862

Table 1. Correlation matrix and variance validity check

	1	2	3	4	5	6	7	8	9	10	11	12
1. Educational limitations	0/814											
2. Behavioral limitations	0/801	0/877										
3. Personal limitations	0/272	0/551	0/829									
4. Individual limitations	0/527	0/192	0/325	0/872								
5. Social restrictions	0/139	0/071	0/524	0/751	0/850							
6. Cultural limitations	0/422	0/548	0/484	0/285	0/155	0/837						
7. Economic limitations	0/050	0/172	0/085	0/535	0/270	0/538	0/970					
8. Legal restrictions	0/424	0/518	0/349	0/504	0/375	0/551	0/525	0/937				
9. Commercialization	0/498	0/400	0/153	0/375	0/205	0/048	0/105	0/130	0/924			
10. Increasing knowledge	0/353	0/348	0/514	0/254	0/118	0/074	0/233	0/571	0/415	0/934		
11. Entrepreneurial alertness	0/547	0/525	0/751	0/541	0/328	0/254	0/297	0/109	0/527	0/541	0/841	
12. Knowledge of the market	0/254	0/458	0/325	0/297	0/550	0/549	0/287	0/549	0/500	0/754	0/248	0/884

Table 4. The Linear Effect of the Effects of Research Variables for Testing Research Hypotheses

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Social limitations <-- Entrepreneurial opportunities	-0/578	0/209	0/074	5/879	0/000
Cultural limitations <-- Entrepreneurial opportunities	-0/429	0/477	0/113	5/384	0/000
Economic limitations <-- Entrepreneurial opportunities	-0/408	0/209	0/088	5/190	0/001
Educational limitations <-- Entrepreneurial opportunities	-0/345	0/155	0/078	4/541	0/000
Legal restrictions <-- Entrepreneurial opportunities	-0/297	0/391	0/077	3/159	0/028
Behavioral limitations <-- Entrepreneurial opportunities	-0/215	0/389	0/095	3/815	0/031
Personal limitations <-- Entrepreneurial opportunities	-0/189	0/357	0/112	3/285	0/019
Personal limitations <-- Entrepreneurial opportunities	-0/138	0/591	0/084	3/105	0/024



Figures

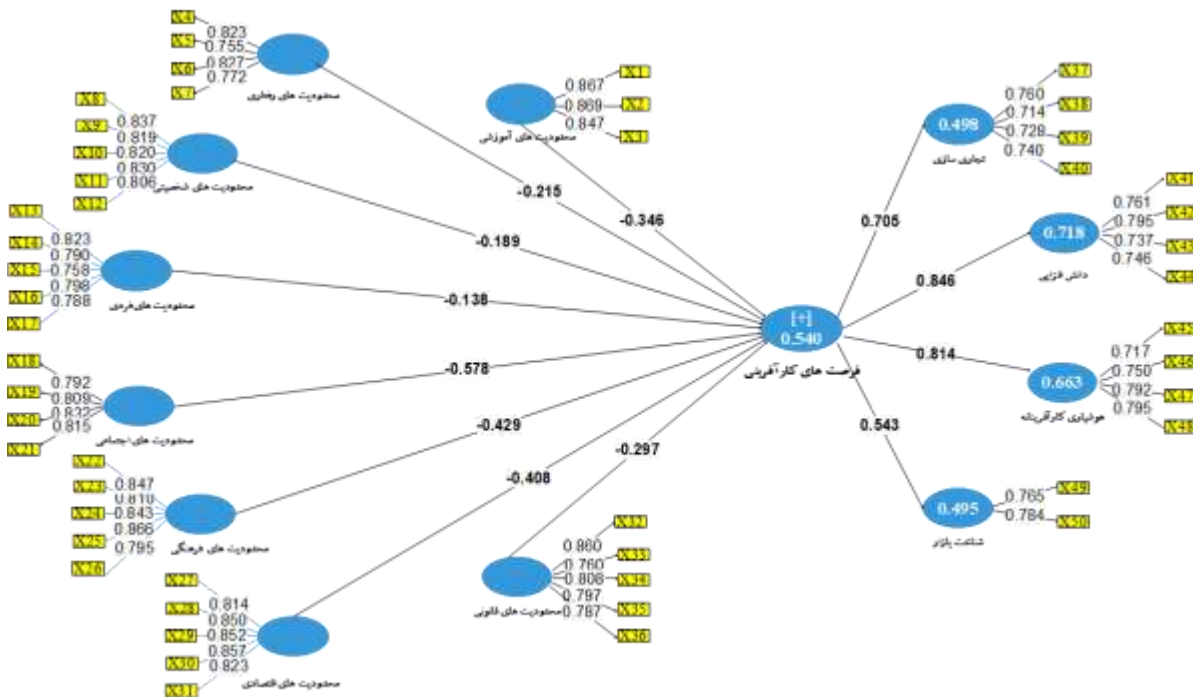


Figure 1. Measurement model in standard coefficient estimation mode (PLS-A)

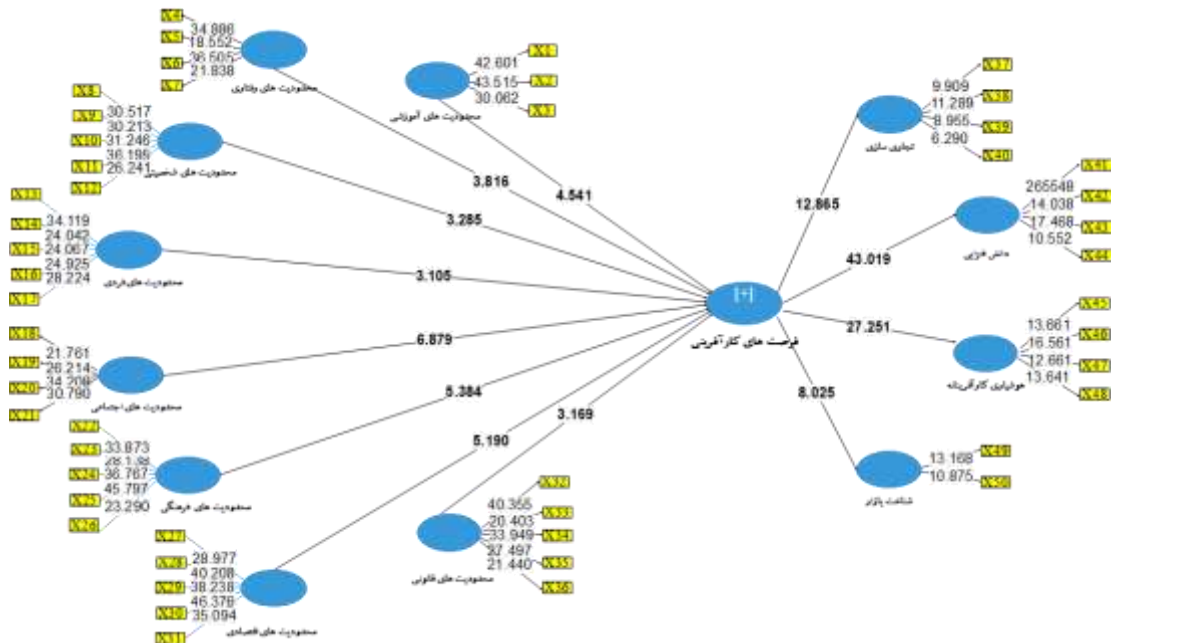


Figure 2. Measurement model in the significance mode of significance coefficients (BT)

$$GOF = \sqrt{\text{communalities} \times R^2}$$

•/۷۹۵

Figure 3. The value of GOF from the point of view of the studied people

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