



WOMEN'S ENTREPRENEURSHIP IN TURKEY AND IRAN: CASE STUDY OF KADIKÖY REGION IN TURKEY AND VANAK REGION IN IRAN

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Abstract

The purpose of this research is study on women entrepreneurs to identify the existence motivation and barrier factors in starting an entrepreneurial in the Turkey and Iran. In this regard, the relative position of women entrepreneurs in Turkey will be compare with those of Iranian women. Then the main factors affecting in women's entrepreneurship and the reasons behind the low rate of women entrepreneurial prevalence in Turkey and Iran will be explained. In this research regular questionnaire was the main tool for gain information. To measure the role of women entrepreneurship in countries Turkey and Iran, the questionnaire prepared in two languages: in Turkish and in Farsi. 287 female entrepreneurs found for each society. The results showed that women entrepreneurial in the recent decade increased, and by 95 percent of confidence level can be said between culture, marital status and initial investment exist a positive and significant relationship in women entrepreneurial.

Keywords: Entrepreneurs, Women, Motivation, Turkey, Iran

INTRODUCTION

In each society woman include half of population and consider as a great fund. Unfortunately, this huge potential and capacities' are not taken seriously. Their responsibility is arrangement family tasks, determinant direction of family and economy (Boz, 2013). They have direct contributed to economic affairs and family budget setting, so each movement in community, who want to change in social welfare and developed the economic system, inevitable to profit by attention of crowd that consist half of society. Today's females haven't just played the role of home. They also have various roles of controlling of buying decisions, chief buying officer and females make highest percentage of purchaser in the societies. So economic worlds are thinking to favor in female gender now. Some cases such as combining young population competition and unemployment of educated women, need to creation new jobs opportunities, reduction or absence of oil revenues are the major reasons in the countries to think about other incomes, and this will not happened, just by new creative entrepreneurs ideas (Yazdanbakhsh, 2013). Female's entrepreneurial deals with both the role of entrepreneurial in the society and the situation of females in society. For two neighbor's countries, Turkey and Iran, women consisted half of population, they attracted to academic education and each year, the rate of them were increased. The most studies based on women entrepreneurs has focused on personality characteristics of women's entrepreneurial and limitation challenge that women are facing to them. The significant of this research is, with empirical studies and identification of the effective social factor, can take some steps in develop and strengthen and improve the conditions for women's entrepreneurship.

THEORETICAL PART

Entrepreneurship is an activity for offering the new things, new ways in production process, opening the new exchanges, finding the new funds and creation any new organization in industrial. Entrepreneurship is a process to creation and imagination for starting a new job in dangerous conditions by finding the opportunities and using of resources in risked situations to create the business (Hezarjaribi, 2005).

In the recent decades various theoretical perspectives have been emerged to describing entrepreneurial process, such as user entrepreneurship, the creation perspective, effectuation, causation, and entrepreneurial bricolage. In this part effectuation, causation and entrepreneurial bricolage theories will be explain. To describing traditional perspective on entrepreneurial, Fisher (2012) used the term of causation. By this model, an entrepreneur have some goals and decides for them and then choose between means to achieving to the goals. Entrepreneurial is reflected as a process in which entrepreneur volition leads to planning activities. It involves "the

process of discovery, evaluation and exploitation of opportunities”. Effectuation is described as “a logic of entrepreneurship expertise, a dynamic and interactive process of creating new artifacts in the world”. This model is more rational model of entrepreneurial. According to this theory entrepreneurs under their conditions make a decision logic that is various to that explicated by a traditional. The entrepreneurs instead of focusing on goals, exerts control over the available set of means. At the firm level, means include human, physical and organizational resources and at the individual level, this includes skills, personal knowledge and social networks. The theory of entrepreneurial bricolage is another of entrepreneurship theory. The “bricolage” can be defined as “making do by applying combinations of resources at hand to new problems and opportunities”. This term was introduced to distinguish between the actions of a “bricoleur” and the actions of an engineer. Bricolage has been applied to a variety of phenomena, lawmaking, including explanations of the formative processes in teaching, and institution building. In the entrepreneurial issue it has been used to conceptually explain market creation (Fisher, 2012).

LITERATURE REVIEW

As yet very empirical studies have been managed by researchers and identified several factors that have substantial effect on implementation of females entrepreneurial. Factors such as human capital, motivations and goals, social learning, demographics, and network affiliation were attended to have an effect on implementation of the women in their entrepreneurs.

Many studies around of women entrepreneurship are considering significant gender differential between entrepreneurs sight of business profile and personal, women start and run jobs in different methods, have different backgrounds and experiences, at different aims and have different ways for structure their jobs (Verheul et al, 2006). Ince (2012) shows how problems of low female labor force participation and high rates of female unemployment have been addressed (Ince, 2012). For women, being unhappy in their previous job is the main motivation of women entrepreneurs to starting up their own job (McClelland et al, 2005). Swinney, Runyan, and Huddleston, (2006) considered that lower efficiency in women-owned business can be justified by females greater elected for avoiding risk, however empirical findings about that issue differ (Swinney et al, 2006). Lower levels of entrepreneurial between females are related with totally low labor force contribution of females in Turkey, especially between the least educated. The role of culture, social norms and education in entering entrepreneurially is undeniable. In compare to men; education has a more important role and effect on females to become entrepreneur. The roles of assignment of traditional family are a main cultural barrier for women entrepreneurial which do not view females as working outside

the house and due to on they associated with their husbands and let men to control of finances (Boudet et al, 2014). In Turkey, each individual person who starts university education should be considered as a candidate entrepreneur (Arslan, 2012). According to Cansiz and Tekneci, (2018), successful entrepreneur was who spend last three years within high growth or who export is in their services or products. Having partners as three or more, previous work experience and the age are very significant to success female entrepreneurs (Caniz, 2018). There is exist gender gap in female's entrepreneurship activities of Iran at international and national levels. The Iranian females are faced with gender discrimination in respect of the social and visible and invisible structural constraints as well as in economic aspects. Various aspects of life in promoting females participation can result in more adequate entrepreneurship environment for the Iranian female. In Iran, GEM Adult Survey shows in providing an appropriate climate for female's entrepreneurship activities has not been successful. It seems that there is not enough paying attention to females in socio economic issues (Sarfraz et al, 2011). The formal factors such as start-up and education in comparing with informal factors such as entrepreneurial skills, fear of failing and women networks are more relevant to women entrepreneurial (Khyareh, 2018).

METHODOLOGY

Research Design

This study, in terms of the purpose is an applied review and in terms of controlling the situation is a survey research. The aim of this study is investigate to effective parameters to expand of women's entrepreneurship spirit in Turkey and Iran. Therefore, to achievement principles and objectives of the research, questionnaire method used for collecting data. The target groups of the research ranged from the ages 18-30 years and above. Only fully completed questionnaires were taken into consideration for the research aim. The sample size in this research is 287 questionnaires that chosen at randomly from the total amount for each societies. Cronbach's alpha coefficient for self-designed questionnaire was 0.801.

Time and Region of Research

The questionnaires were distributed in Vanak region between Feb and March, 2018 and in Kadıköy region between July and Aug, 2018.

Data Analysis Approach

Frequencies and percentages were calculated for the profile of the respondents on the variables. To study the women entrepreneurs used from qualitative information and quantitative

data and statistics analyses. The Likert spectrum technique was used to measure elements. One sample t test were used to testing the hypothesis. Data analysis was aided by SPSS.

RESULTS

Qualitative Part

Age of the women's entrepreneurial ranged from 18-30 years and above. Table 1 shows the age of women entrepreneurial in Turkey and Iran.

Table 1: Age of women entrepreneurial.

Age (year)	Turkey		Iran	
	Frequency	percent	Frequency	percent
Below 18	0	0	0	0
18-25	8	2.8	5	1.7
26-30	20	7.0	26	9.1
Above 30	259	90.2	256	89.2
Total	287	100.0	287	100.0

The majority entrepreneurs have the age above 30 years old, remaining 259 and 256 of represents respectively for Turkey and Iran (with 90.2% and 89.2% of respondents).

Table 2 shows the marital status of women entrepreneurial in Turkey and Iran.

Table 2: Marital status of women entrepreneurial.

Marital status	Turkey		Iran	
	Frequency	percent	Frequency	percent
Single	20	7.0	56	19.5
Married	54	18.8	55	19.2
Divorced	186	64.8	172	59.9
Widowed	27	9.4	4	1.4
Total	287	100.0	287	100.0

The 54 and 55 of respondents respectively for Turkey and Iran which from the survey conducted shows that 18.8% and 19.2% are married. The majority respondents 186(64.8%) and 172 (59.9%) are divorced. The 27 and 4 of respondents to questionnaire are widowed, consist 9.4% and 1.4% of respondents.

Figure 1 shows the previous work experience of entrepreneur for Turkey and Iran.

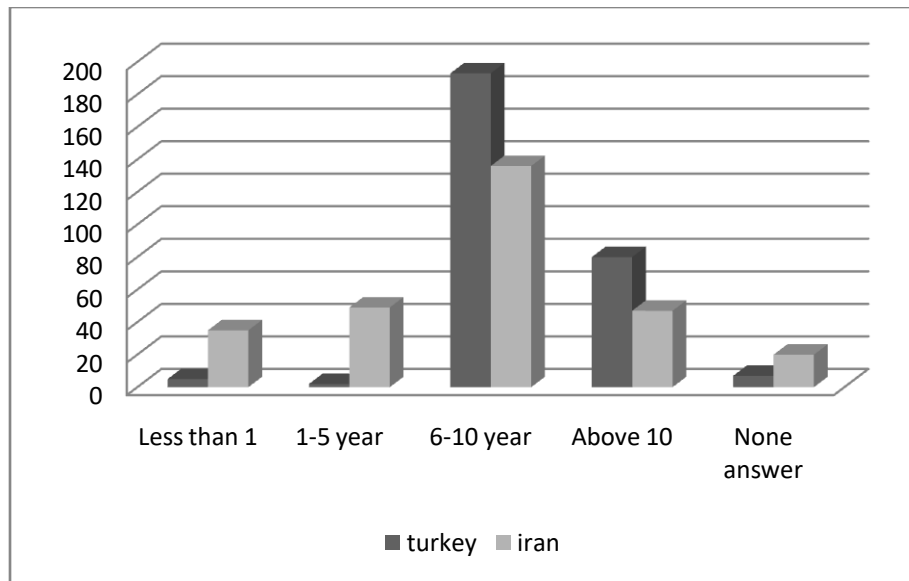


Figure 1:previous work experience of women entrepreneur

From the Figure 1 for the previous work experience of entrepreneurs respectively for Turkey and Iran, shows that 1.7% and 12.2% of women entrepreneurs have less than one year previous work experience before stating entrepreneurship. 0.7% and 17.1% of them have 1-5 years' work experience, 67.2% and 47.4% of these entrepreneurs have 6-10 years' work experience and 27.9% and 16.4% have above 10 years' work experience. 2.4% and 7.0% don't answer to this question.

The sexual harassment while doing the business for Turkey and Iran shown in table 3.

Table 3: Sexual harassment while doing the business.

Sexual harassment	Turkey		Iran	
	Frequency	percent	Frequency	percent
several time	31	10.8	52	18.1
occasionally	93	32.4	60	20.9
sometime	12	4.2	36	12.5
Never	127	44.3	84	29.3
Total	263	91.6	232	80.8
None answer	24	8.4	55	19.2

10.8% and 18.1% women entrepreneur's says several times have sexual harassment while doing their business. 32.4% and 20.9% occupationally have harassment, 4.2% and 12.5% of them have sometime, and 44.3% and 29.3% of them never have sexual harassment while doing their business. 8.4% and 19.2% of women entrepreneur's don't answer to this question.

Quantitative Study of the Women Entrepreneurial

H₁: there is a significant relationship between cultural and women's entrepreneurial.

Table 4: One sample t-test for H₁

Item	Factor	Turkey		Iran	
		t	Sig.(2 tailed)	t	Sig.(2 tailed)
H ₁	women's entrepreneurial	240.494	0.000	220.850	0.000
	Culture	55.832	0.000	50.937	0.000

From the table 4 with considering the significant of 0.000 and with difference is lower than 0.05 for factors culture and women's entrepreneurial and the value of t for Turkey, the hypothesis h_0 for both countries was rejected, so with confidence of 95% can be said, the culture factor has significant relationship on women's entrepreneurial.

H₂: there is a significant relationship between marital status and women's entrepreneurial.

Table 5: one sample t test for H₂

Item	Factor	Turkey		Iran	
		t	Sig.(2 tailed)	t	Sig.(2 tailed)
H ₂	women's entrepreneurial	240.494	0.000	220.850	0.000
	marital status	65.742	0.000	50.493	0.000

As this table shown for both countries hypothesis null was rejected, so marital status factor has significant relationship on women's entrepreneurial.

H₃: there is a significant relationship between initial investment and women's entrepreneurial.

Table 6: One Sample t-test for H₃.

Item	Factor	Turkey		Iran	
		t	Sig.(2 tailed)	t	Sig.(2 tailed)
H ₃	women's entrepreneurial	240.494	0.000	220.850	0.000
	initial investment	39.035	0.000	31.046	0.000

Hence, the null hypothesis was rejected. With confidence of 95% there is a relationship between initial investment and women's entrepreneurial.

CONCLUSION

The focus of the research is on Turkey and Iran, as two countries with huge potential in Middle East, which their social and culture affected by Islam. Quantitative data and qualitative information and various statistics were used to study on the women entrepreneurs. According to results, most women's entrepreneur in two societies started their entrepreneurship in ages above of 30 years. This means women according to environmental condition doing their entrepreneurship. Iranian women entrepreneur according to existing environmental condition mostly in the first year of work tend to entrepreneurship. Good work experience for both countries occurs in range 6-10 years' experience. Trend to build a job in the Turkish woman increased by the pass in time. Unlike culture and religion which dominates on two countries sexual harassment still exist, while this situation occurs more for Iran. With confidence of 95% between factors of cultural, marital status and initial investment and women's entrepreneurial has significant relationship for both countries.

Women's entrepreneurship in both countries mostly happened in divorced state. This means women's according to environmental condition doing their entrepreneurship. Lack of any other job opportunity in Iran, is an important factor to create an entrepreneurial for the Iranian woman.

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