

Identify and Prioritize Entrepreneurship Development Policies of Cooperation Sector with AHP Method

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Abstract: The purpose of this study, the identification of effective policies to promote entrepreneurship in the cooperative sector and the classification of these factors. Three main aspects of infrastructure and operational consolidation and institutionalization of the determination and classification of every size and eventually sub-classification index for each dimension. Current study considering the nature and purpose of applied research is descriptive survey. The population of this research managers of cooperation office in Zahedan and faculty members of the University of Sistan and Baluchestan, of which there are 25 people who received the census. For this purpose, after theoretical studies, entrepreneurship development policy models were used. A questionnaire was used to localize the model of the closed questions of the questionnaire was designed using Likert scale. The questionnaire consisted of the main factors and indicators of entrepreneurship development policies were distributed among 30 that all of them were collected. After data collection and analysis software with smart PLS, indicators that were selected coefficients higher operating loads, eventually prioritize questionnaire with AHP method and the selected indexes were prepared and for the second time a total of 25 questionnaires were distributed to the 20 questionnaires were collected properly and Expert choice software components and subcomponents priority data analysis and the results were presented. The validity of the questionnaire with the professors and experts of cooperation office in Zahedan was appropriate. All of the indicators inconsistency rate is less than 0.1. The results revealed that the infrastructure is weighing 0.413 in first rank and operational dimensions with a weight of 0.327 is in the second rank and the institutional weight of 0.260 is in third rank.

Key words: Entrepreneurship, development of entrepreneurship, entrepreneurship policy, cooperation

INTRODUCTION

Today, economic theory faced with two fundamental questions about society. First, how a society creates new wealth and how a society's wealth distributed among its members. Obviously, the answers to these two questions will ensure that social progress requires the existence of mechanisms that will implement the proposed solutions. Entrepreneurship is one of the important mechanism that ensures the creation and distribution of wealth (Dariani, 2012). Experts believe that entrepreneurship is the only effective way to address unemployment and social development. Entrepreneurs to create an atmosphere of healthy national economic growth is a necessity and role of entrepreneurship in economic stability confirmed (Henry *et al.*, 2003). According to Schumpeter, the entrepreneur is the main driving force in economic development (Dariani, 2012). In the context of economic development can be an important part of underdeveloped

or developing implications of the concept of development with the concept of entanglement. In economics, the criterion of underdevelopment purely material and especially the low income measure. Entrepreneurship development is to increase the likelihood and rate of entrepreneurial behavior in all aspects of entrepreneurship, in other words, entrepreneurial opportunities to increase citizens' interest and motivation for entrepreneurial activities and empowering them to successfully implement entrepreneurial process. In Iran, the economic system in three public sector, private and cooperative traced. Co-operatives are organizations with voluntary participation of members and to achieve common goals and needs are established. Based on the latest available International Co-operative Alliance, cooperatives have been able to almost one hundred million jobs. Despite evidence of the success and progress of the cooperatives in the different systems of the world economy, in our country cooperatives have

failed to achieve their true position in economic and social areas. In this regard, this study is trying to pay with a check, entrepreneurship development policies in the cooperative sector to provide appropriate model.

Research literature

Economic rationale for public intervention: In Dehkhoda dictionary word means wealth and property state, the opposite of misery, acquired and inherited property defined. The modern state as a powerful political institution with executive authority, judicial, legislative, whose task is to provide public services such as: security, prosperity, health, development and implementation of the law, justice. Such a government is by definition means the executive branch and the state government will be different. The state of the economy during different periods of history, has undergone great changes. It changes according to the prevailing economic conditions and the effectiveness of government is formed and of course each trigger or limitation of government economic intervention during post is his. Even if entrepreneurial activity is associated with increased economic performance in itself is no economic justification for government policy intervention there. The economic rationale for government intervention depends on market failure (Hosseini, 2004). The theory of market failure refers to cases in which the market mechanism or system to provide the optimal production in terms of social costs is powerless (Hosseini, 2004).

Entrepreneurship: To understand entrepreneurship policy, understand the meaning of two words and politics Entrepreneurship is essential. The word is derived from the French word Entrepreneur definition of entrepreneurship, entrepreneurship means commitment. Risks of an entrepreneur is someone who is committed to organizing economic activity, handle and pay. In the early sixteenth century were those who would lead the military mission, called entrepreneur. From about 1700 onwards the French government contractors who have worked on the construction of roads, bridges, port facilities, they frequently have used the term entrepreneur (Dariani, 2012). Wilkin entrepreneurship as a mediator knows and accelerate feature participants, to describe the uses of entrepreneurship in economic development. He believes that entrepreneurship as a catalyst, sparking economic growth and development provides. He counts four important factors for the emergence of entrepreneurship:

- Economic factors: the advantage in the market and the availability of capital
- Non-economic factors: acceptance Entrepreneurship (cultural), social mobility, security and factors such as social class, power and control

- Psychological factors: the need for achievement, motivation and risk-taking
- The combination of factors of production: in order to create change in production and services

Peter Drucker believes that the new small business entrepreneur is someone who starts with its own capital (Dariani, 2012).

Barriers to entrepreneurship development in Iran: In Iran in all three phases of the creation of an entrepreneurial activity; there are many structural and institutional barriers that they should ponder. These barriers include:

- Barriers to entrepreneurship training and preparation, including: the weakness of Higher Education, the expectations of further government; risk aversion, the wrong attitude to money and wealth, ignoring the-job training and empowerment (Taghikhani, 2011)
- Lack of motivational factors in stage entrepreneurial activity include: lack of proper behavior, lack of emotional support network, lack of specialized supportive network, ensure the survival of jobs (Taghikhani, 2011)

Entrepreneurship policy: Because entrepreneurship policy inserted in the last two decades of government policy, a few studies have been done about it yet. Therefore, there is still the head of the main elements shaping policy and entrepreneurship, territory and its distinguishing feature discussion. However, to create a favorable environment for the formation of new companies, barriers to entry and exit to the main axis linear approach to entrepreneurship business in each country, but there is still limited knowledge about the understanding of entrepreneurship as a domain policy. Researchers believe that the emergence of entrepreneurship policy response to changes in the economy “managed” to an “entrepreneurial economy” characterized by the transition from “industrial economy” to “knowledge-based economy” from “Manufacturing” to “service sector”, the “corporate” to “small” and “small companies” to “new”:

- Entrepreneurship policy is a policy that would:
- Encourage economic agents to the concept of business ideas
- Facilitating the entry of new business
- Indirect measures such as facilitating the entry of the modification or improvement of institutions, regulations or infrastructure

- It means that facilitates the entry and measures directly targeting economic factors that potentially may result in starting a business (Audretsch *et al.*, 2002)

Entrepreneurship policy has been developed by SME policy but has a different background from a division in the current entrepreneurial policy has two major differences are:

- Policy focuses on entrepreneurship on economic actors
- The second orientation that is different from traditional policies SME is to change the role of entrepreneurship in society caused (Audretsch, 2002)

Stevenson and Lundstrom (2001) entrepreneurship policy “measures taken to stimulate entrepreneurship, started to aim, launch and post-launch the process of entrepreneurship, there are three areas of motivation, discover opportunities and skills training with the aim of encouraging more people to start a business” has been defined. Stevenson and Lundstrom (2001) entrepreneurship policy actions in six main categories. These categories are classified within the framework of collective entrepreneurship policy measures are as follows:

- Promotion (promotion of entrepreneurship): With the aim of increasing awareness of entrepreneurs emphasize and promote positive attitudes towards entrepreneurship
- Entrepreneurship education and training system with the aim of increasing emphasis on entrepreneurship education system
- Improve the environment for start-up companies, facilitating the entry with the maintenance and company growth: with the help of easy to enter and exit the survival and growth by reducing administrative and regulatory requirements
- The initial capital and putting in place: to increase financing new entrepreneurs and startups
- Support for business start-ups: an increase in financing new entrepreneurs
- Strategies for target groups: business start-up rates between the groups that received little attention in the community or to increase the number of innovative entrepreneurs such as: youth, women, religious minorities, the unemployed and technology-driven entrepreneurs

Verheul and Thurik (2001), five types of intervention policies affecting entrepreneurial activity stated:

- Demand-side intervention policy
- The type of policy intervention, the supply of potential entrepreneurs
- This type of policy intervention, the availability of resources, skills and knowledge to affect potential entrepreneurs
- Such intervention policy preferences (to become an entrepreneur) affects
- This type of policy intervention, the decision-making potential entrepreneurs, opportunities, resources, abilities, personality traits and preferences and the entrepreneurial risk-reward profile is effective

Entrepreneurship policies, practices and procedures in pre-launch, launch and post-launch stage entrepreneurial processes and entrepreneurial been the trigger and to address issues such as motivation, opportunities and skills (with the primary goal of encouraging more people to consider entrepreneurship) as an option for new steps in order to start or continue the initial stages of a business is they state policies related to entrepreneurship divided into four main categories that include:

- Developing Small and Medium Enterprises (SME)
- Entrepreneurship policy target group (specific)
- Establishment of a new company
- Holism policy (comprehensive) (Stevenson and Lundstrom, 2001)

In research of Rezai (2006) entrepreneurship development stages are: Paving the way for entrepreneurs: At this stage the government to create the necessary infrastructure for the development of entrepreneurship. The main role of the state in this phase include:

- Providing entrepreneurship training such as self-employment training and education through the media
- Culture such as the government’s positive approach to entrepreneurship, to create a culture of entrepreneurship at the national level and ...

Driven entrepreneurship in action: After the contexts and conditions were favorable for the development of entrepreneurship should be created in the context of entrepreneurship in action to direct payments. In this case, the seeds of entrepreneurship in the context is favorable to the growth stage. The role of the state in this phase include:

- Develop appropriate laws and regulations including laws relating to intellectual property, proper rules of trade, customs and tax and...
- Required support to development of entrepreneurship, such as providing financial support, reducing barriers to entrepreneurs. Consolidation and institutionalization of entrepreneurship: Entrepreneurship in action after guiding wheels began to flow activities should be done to stabilize and institutionalize the continuity and development of entrepreneurship. In this context, the role of the government is encouraging entrepreneurs to institutionalize entrepreneurship in the community help like holding awards entrepreneurship, innovation centers, etc. in the following table summarizes the types of policy entrepreneurship is mentioned

MATERIALS AND METHODS

Study the nature and purpose of applied research is descriptive survey. The population of the research According to the study, managers, deputies and Department of Cooperatives and Cooperative office in Zahedan and faculty members of the University of Sistan-Baluchistan that number is 25 people. And considering the limited number of population, total population by census method, for example, is considered complete. For this purpose, after theoretical studies in the field of entrepreneurship development policy, the Stevenson and Lundstrom (2001) and the pattern of Rezai and Reza (2006) entrepreneurship development policies were identified as basic models and to complete the pattern World Bank (2014,2015,2016), pattern GEM, model, Stevenson and Lundstrom (2007) and Stenkula Model Henriksen, intervention policies of Verheul and Thurik (2001) Entrepreneurship, pattern Danaeefard and colleagues, the organization for economic cooperation and development model (2009), UNCTAD (2012) Model was used. To localize this model of cooperation office in Zahedan using a questionnaire that closed questions using a Likert questionnaire was designed. The questionnaire consisted of the main factors and indicators of entrepreneurship development policies were distributed among 30 that all of them were collected. After data collection and analysis software with smart PLS, indicators that were selected coefficients higher operating loads prioritize the questionnaire AHP method and the selected indexes was prepared. Trust and reliability of AHP questionnaire, standard is an inconsistency rate is measured by the rate of incompatibility if it is more than 0.1, modified and re-distributed questionnaires, as far as the inconsistency rate of all pairwise comparisons to be lower than 0.1. The inconsistency rate ranking of all the criteria set out in section.

Questions and research model: According to the literature research questions are as follows (Table 1):

- What are the policies entrepreneurship development cooperation sector?
- What are the policy priorities?

RESULTS AND DISCUSSION

In this study, 80% of respondents were male and 20% female. Of which 60% of the faculty and the rest of the directors and deputies were cooperation. In this study, we examine the criteria and sub-criteria ranking of entrepreneurship development policy cooperative sector. Which includes the steps of: the rating of three basic dimensions in view of population, the ranking criteria for each of the dimensions and sub-criteria ratings.

Ranking the three dimensions of entrepreneurship development policy cooperative sector: As can be seen in Table 2 among three major aspects, policies sphere weighing 0.413 paramount importance in the context of operational and institutional dimensions and weights of 0.327 and 0.260 respectively are the other priorities.

Ranking of the domain policy context: As can be seen in Table 3 among the criteria for making the bed area, policies of paramount importance and scope of opportunities and incentives aligned with weights of 0.400 and 0.200 in the weight training and skills are more important.

Ranking policies Ao: As is evident from Table 4 Ao standards, policies motivational sphere weighing 0.333 0.667 paramount importance and weight in training and skills are more important.

Ranking the scope of consolidation and institutionalization of policies: As can be seen in Table 5 scope of consolidation and institutionalization of standards, policies paramount importance and scope of opportunities and incentives aligned with weights of 0.400 and 0.200 in the weight training and skills are more important.

Ranking sub motivation in the field of infrastructure: As can be seen in Table 6 motivation among the sub areas in the infrastructure, promote a culture of entrepreneurship excellence rather than staff with a weight of 0.328 paramount importance and other indices in the table are the next priorities.

Table 1: Research model

Policies	Description
Strengthening the policy for entrepreneurship development	
Motivation policies	Encourage potential entrepreneurs to start a business Supporting new risky activities Pay special attention to people with high capacity (eg: researchers, inventors, graduates, etc.) People tend to promote a culture of business excellence rather than the government believed the youth to work (employee)
Opportunity Policy	Building bridges with the myths and top entrepreneurs Help to understand the business opportunities good start in life Facilitate technology transfer Special support of businesses that can create more entrepreneurial activities Vague identification of market needs Creating a new balance between the needs and resources of seemingly unrelated Identify the specific challenges of each region
Education policy	Training programs, provide information and advice on the process of entrepreneurship Develop the skills needed public and potential entrepreneurs (eg young people, women, etc.) Infrastructure development, such as science and technology parks, incubators, etc. Provide the necessary training for self-employment in a home office, family and ... Providing consultancy services in the field of business start-ups
Operational policies for the development of entrepreneurship	
Policies motivation	Direct financial support in the launch business Financial indirect support such as tax, social security, insurance, law, bankruptcy and ... The labor market and facilitating the planning of human resources including recruitment and dismissal, flexible working hours, hiring and firing costs Facilitate the process for property registration in the notary To minimize the regulatory barriers for entrepreneurs to start businesses and create confidence in the regulatory environment
Education policies	Guide entrepreneurs through the launch administrative process Teaching financial literacy and accounting requirements to set up business entrepreneurs Education and financial advice to entrepreneurs to launch businesses Training and management consulting for entrepreneurs to set up business Training and legal advice for entrepreneurs to set up business
Consolidation and institutionalization of policies for entrepreneurship	
Policies motivation	Supporting existing businesses through accelerating the pace of export (number of steps, the number of signatures, the number of documents and number of days and cost) Supporting existing businesses through accelerating the process of import (time, tariffs and duties, import documents, legal obstacles) Awards and rewards entrepreneurial activity effective to maintain the future Providing export credit guarantees and insurance Technology and innovation are required to facilitate the import business Support through cost recovery of export activities, such as the cost of advertising and trade shows to introduce innovative products businesses
Opportunities policies	Supporting research and development cooperation and allocation of funds to research projects and business development Help create a flexible markets Promote networking between businesses, government agencies, research institutions, universities and the private sector and support of high technology for the development of technology and innovation Help to increase exports by expanding foreign market Contribute to the formation of industrial clusters
Education policies	Dissemination of knowledge management to business owners Training courses to enhance trade (export, import, etc.), business owners Holding workshops to improve the knowledge and skills required in the field of labor and employment Member Marketing and financial control and legal training for managers Help develop an entrepreneurial culture in the public and private sectors

Table 2: Ranking dimensions of entrepreneurship development policy cooperative sector

Dimension	Infrastructure	Operating	Institutionalization
Weight	0.413	0.327	0.260
Inconsistency rate = 0.05			

Table 3: Ranking criteria in the areas of policy context

Dimension	Motivation	Opportunity	Education and skills
Weight	0.400	0.400	0.200
Inconsistency rate = 0.05			

Table 4: Ranking criteria Ao policies

Dimension	Motivation	Education and skills
Weight	0.667	0.333
Inconsistency rate = 0.00		

Table 5: Ranking criteria established policies and institutional areas

Dimension	Motivation	Opportunity	Education and skills
Weight	0.400	0.400	0.200
Inconsistency rate = 0.00			

Table 6: Ranking the criteria of motivation in the field of infrastructure

Objective: The following rating standards in the field of motivation infrastructure

Indicators	Weight	Rank
Promoting a culture of entrepreneurship excellence rather than staff	0.328	1
Encourage potential entrepreneurs to start	0.244	2
Pay special attention to people with high potential such as inventors, etc.	0.183	3
Support the activities of risky	0.148	4
Building bridges with the myths and top entrepreneurs	0.097	5

Inconsistency rate = 0.02

Table 7: Ranking the following criteria in the areas of infrastructure opportunities

Objective: The following rating standards in the field of infrastructure opportunities

Indicators	Weight	Rank
Help to understand the business opportunities good start in life	0.300	1
Special support businesses with the ability to create more entrepreneurial activities	0.240	2
Identify the specific challenges of each region	0.167	3
Vague identification of market needs	0.124	4
Creating a new balance between the needs and resources of seemingly unrelated	0.091	5

Inconsistency rate = 0.01

Table 8: The following criteria are ranked in terms of strengthening the education and skills

Objective: The following ranking criteria in terms of strengthening the education and skills

Indicators	Weight	Rank
Develop the skills needed public and potential entrepreneurs (eg young people, women, etc.)	0.323	1
Providing consultancy services to provide the necessary training for self-employment	0.262	2
Programs and business start-ups	0.185	3
Training programs, provide information and advice on the process of entrepreneurship	0.128	4
Infrastructure development, such as science and technology parks, incubators, etc.	0.102	5

Inconsistency rate = 0.02

Table 9: Ranking the criteria in the operational aspects of the field of motivation

Objective: The following rating standards in the field of motivation operational

Indicators	Weight	Rank
Direct financial support in the launch business	0.328	1
Facilitate the process for property registration in the notary	0.244	2
To minimize the regulatory barriers for entrepreneurs to start businesses and create confidence in the regulatory environment	0.186	3
Financial indirect support such as tax, social security, insurance, law, bankruptcy and ...	0.130	4
The labor market and facilitating the planning of human resources including recruitment and dismissal, flexible working hours, hiring and firing costs	0.111	5

Inconsistency rate = 0.02

Ranking sub-areas of opportunity in the infrastructure:

As can be seen in Table 7 Among the sub areas of opportunity in terms of infrastructure, promote a culture of entrepreneurship excellence rather than staff with a weight of 0.328 paramount importance and other indices in the table are the next priorities.

Ranking sub field of education and skills in terms of infrastructure:

As can be seen in Table 8 motivation among the sub areas in the infrastructure, promote a culture of entrepreneurship excellence rather than staff with a weight of 0.328 paramount importance and other indices in the table are the next priorities.

Ranking motivation sub-scale field operational: As can be seen in Table 9 motivation among the sub areas in the

infrastructure, promote a culture of entrepreneurship excellence rather than staff with a weight of 0.328 paramount importance and other indices in the table are the next priorities.

Ranking in the field of education and skills operational sub-criteria:

As can be seen in Table 10 motivation among the sub areas in the infrastructure, promote a culture of entrepreneurship excellence rather than staff with a weight of 0.328 paramount importance and other indices in the table are the next priorities.

Ranking sub areas in the consolidation and institutionalization of motivation:

As can be seen in Table 11 motivation among the sub areas in the infrastructure, promote a culture of entrepreneurship

Table 10: Following rating standards in the field of training and operational skills

Objective: The following rating standards in the field of motivation operational

Indicators	Weight	Rank
Guide entrepreneurs through the launch administrative process	0.328	1
Education and financial advice to entrepreneurs to launch businesses	0.244	2
Teaching financial literacy and accounting requirements to set up business entrepreneurs	0.186	3
Training and management consulting for entrepreneurs to set up business	0.130	4
Training and legal advice for entrepreneurs to set up business	0.111	5

Inconsistency rate = 0.02

Table 11: Ranking the criteria established in the field of motivation and institutionalize

Objective: The following rating standards in the areas of consolidation and institutionalization of motivation

Indicators	Weight	Rank
Awards and rewards entrepreneurial activity effective to maintain the future	0.302	1
Technology and innovation are required to facilitate the import business	0.224	2
Support through cost recovery of export activities, such as the cost of advertising and trade shows to introduce innovative products businesses	0.179	3
Supporting existing businesses through accelerating the pace of export (number of steps, the number of signatures, the number of documents and number of days and cost)	0.123	4
Providing export credit guarantees and insurance	0.109	5

Inconsistency rate = 0.01

Table 12: Ranking the following criteria in the areas of consolidation and institutionalization of opportunity

Objective: The following rating standards in the areas of consolidation and institutionalization of opportunity

Indicators	Weight	Rank
Promote networking between businesses, government agencies and private sector and support of high technology for the development of technology and innovation	0.280	1
Help to increase exports by expanding foreign market	0.194	2
Help to increase exports by expanding foreign market	0.184	3
Help to increase exports by expanding foreign market	0.153	4
Help to increase exports by expanding foreign market	0.114	5

Inconsistency rate = 0.02

Table 13: Ranking the following criteria in terms of consolidation and institutionalization of education and skills

Objective: The following rating standards in the field of education and skills consolidation and institutionalization

Indicators	Weight	Rank
Training management, marketing and financial and legal controls for administrators	0.271	1
Holding workshops to improve the knowledge and skills required in the field of labor and employment member	0.248	2
Help develop an entrepreneurial culture in the public and private sectors	0.220	3
Holding educational courses to enhance trade (export, import, etc.), business owners	0.146	4
Dissemination of knowledge management to business owners	0.115	5

Inconsistency rate = 0.02

excellence rather than staff with a weight of 0.328 paramount importance and other indices in the table are the next priorities.

Ranking sub areas in the consolidation and institutionalization of opportunity: As can be seen in Table 12 motivation among the sub areas in the infrastructure, promote a culture of entrepreneurship excellence rather than staff with a weight of 0.328 paramount importance and other indices in the table are the next priorities.

Ranking sub field of education and skills in the consolidation and institutionalization: As can be seen in Table 13 motivation among the sub areas in the

infrastructure, promote a culture of entrepreneurship excellence rather than staff with a weight of 0.328 paramount importance and other indices in the table are the next priorities.

CONCLUSION

Economic development and why some countries than in some other countries have surpassed, one of the main concerns of senior government managers. Solving this problem requires finding new solutions and methods. Therefore, the issue of entrepreneurship and its development as one of the roles of government. Entrepreneurship is the driving economies of all countries but government intervention is needed to develop

entrepreneurship to create the necessary infrastructure and policies to support entrepreneurship and entrepreneurs pay, thus, developing countries have to be paid to the analysis of policies affecting the development of entrepreneurship and by identifying their effects, to achieve faster and better target the development of entrepreneurship, in this study, the implementation of such policies prioritize policies entrepreneurship development cooperation sector using AHP method in view of the importance and weight were factors. In this study, some of the most important policies were identified and analyzed and the results of the study indicated that to achieve this important need, first, preparation and implementation of policies in the areas of infrastructure and in later stages to steer and operate the stability and development policy. The third stage aims to prevent business failure has been created. The most important motivation in all three phases of policy areas and opportunities and training and skills were at a later stage.

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