

## Obstacles to green economy development in entrepreneurship in rural areas of Isfahan province

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### Abstract

Entrepreneurs are an important part of economic activities and play an important role in job creation and development in rural areas. To achieve their goals in the discussion of sustainable rural development, they must seek the transition from a traditional economy to a green economy in their businesses. Because entrepreneurs with green innovations, production of sustainable and environmentally compatible products and services can help decision makers and policy makers in rural areas in the implementation of green economy, but to implement green economy in these areas, in Iran faces obstacles. In this regard, the purpose of this study, which is a descriptive study with a qualitative approach, is to identify obstacles and challenges to the development of green economy in entrepreneurship in rural areas of Isfahan province. The statistical population in the qualitative research section consisted of 10 faculty members who were experts in the field of economics, entrepreneurship and rural development, and the necessary data were collected through a researcher-made semi-structured exploratory interview. Using content analysis strategy, 26 categories were extracted. The categories were provided to the second statistical population in the form of a questionnaire based on the Likert scale, which was estimated to be equal to 40 entrepreneurs in the field of agriculture-rural areas of Isfahan province and all members were examined. In order to summarize the variables, the exploratory factor analysis technique was used with SPSS software. KMO value was 0.70 and Bartlett test value was 489.409 which was significant at 99% level. The results of factor analysis showed that the explanation of total variance by 4 factors extracted from the studied items is 80.171%. In this study, educational-promotional barriers, structural environmental barriers, managerial-technical barriers and supportive-motivational barriers with 38.80%, 17.182%, 14.808% and 9.301% of the total variance, respectively, They were identified as the most important obstacles to the development of green economy in rural areas of Isfahan province.

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**Keywords:** Green Economy, development, Entrepreneurship, Rural.

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