

عنوان مقاله:

Presenting an Advanced Model of Women's Entrepreneurship Using Fuzzy Analytic Hierarchy Process

محل انتشار:

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خلاصه مقاله:

Objective: The purpose of this research is to identify and prioritize the factors affecting women's entrepreneurship. **Methodology:** This study is applied in aim and descriptive in method. To determine the weight of criteria and sub-criteria for this issue, the Fuzzy Analytic Hierarchy Process (FAHP) was utilized. Accordingly, after identifying the criteria and sub-criteria for each, a questionnaire was designed to match them and distributed to experts. In the current issue, the effects of criteria affecting women's entrepreneurship were examined with 20 decision-makers. In the next step, the questionnaires filled out by experts were transferred to Excel software. **Findings:** The factors affecting women's entrepreneurship include five criteria consisting of family, personality, economic, social, and cultural criteria. The family criterion has eight sub-criteria, the personality criterion has ten sub-criteria, the economic criterion has seven sub-criteria, and the social and cultural criteria each have five sub-criteria. The results show that among the criteria, the "personality" criterion, with a weight of 0.3071, and the "cultural" criterion, with a weight of 0.1103, ranked first and last, respectively. In addition, the "economic" criteria with a weight of 0.2011, "family" with a weight of 0.1931, and "social" with a weight of 0.1884, are ranked second to fourth, respectively. Moreover, among the thirty-five sub-criteria, the sub-criteria of "extensive social relationships" with a weight of 0.0530, "job satisfaction" with a weight of 0.0462, "institutions and resources" with a weight of 0.0448, "determination and will" with a weight of 0.0444, and "guidance and leadership" with a weight of 0.0428, are ranked first to fifth, respectively. Also, the sub-criteria of "market access" with a weight of 0.0270, "role models" with a weight of 0.0165, "transportation system" with a weight of 0.0165, "role conflict" with a weight of 0.0135, and "marital status" with a weight of 0.0088, respectively rank thirty-first to last. **Conclusion:** The research underscores a strong correlation between personality traits and women's entrepreneurship, pointing to the necessity of tailored programs in higher education to foster entrepreneurial inclinations. Economic factors play a crucial role in job satisfaction and entrepreneurial success among women, suggesting that strengthening economic support can significantly impact women's entrepreneurship. Additionally, family and social support are critical in ... enabling women's entrepreneurial activities, indicating that fostering a conducive

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