

States may be the most reported example of the rise of female entrepreneurs within the individual world, women owned businesses are on the rise everywhere. Clearly, the growth of female enterprises is good for economies, ~~what~~ What may be less evident, though, is that the rise of female entrepreneurs also benefits societies and women themselves. The benefits derived when women start and operate their own businesses are truly remarkable: ~~Increased self-esteem, quality of life, and life expecting expectations,~~ and so on (Coughlin & Thomas, 2002).

One reason is that societies differ in their perceptions and customs about working women ~~working~~, and working in business. Overall levels of education and development can influence societal beliefs, with a higher degree ~~of either~~ generally associated with greater acceptance about women's careers. In addition, social acceptance around placing children in the care of others while pursuing a career, and the cost and availability of childcare can weigh heavily. Women entrepreneurs also need to rely on the cooperation and willingness of stakeholders like investors and creditors, employees, suppliers and customers. When these factors act as impediments, society misses an opportunity to gain from the entrepreneurial energy of half its population (Kelly et al., 2011).

In fact, women entrepreneurs ~~encounters count toward only one~~ third of all entrepreneurs. As half the population on this planet is women, there is an unnatural gap between genders. There is thus, potential to enhance the level of women entrepreneurs. Women entrepreneurs have a massive potential, ~~which are~~ yet to be unleashed, ~~Not not~~ only due to the gender gap, but also because women bring in diversity to the innovation process. More women will provide per se entrepreneurs with a more diverse perspective. Solutions to market inequalities are not solved just by male entrepreneurs with male thinking innovation. Now adays, women also brings in solutions to market inequalities, and their innovations may not be alike those of ~~the manmen~~. Thus, women entrepreneurship is to be seen as part of the "diversity question" (Damwad, 2007).

Nevertheless, most relevant support policies concentrate on extending and stabilising the financial base of new female-owned ventures. Relevant consultancy appears to play a less important role, although there has been a shift towards integrated packages in recent years. However, access to mainstream support is implicitly gender biased. Moreover, an integrated strategy for fostering female

Comment [SMM1]: Either point out the cause of the reason, or continue the previous paragraph.

Comment [SMM2]: Use of either requires an "or" following the sentence. E.g. either this or that.

Comment [SMM3]: Level of what of women entrepreneurs? Level of activity, level of ...? Or you may be willing to use number instead of level.

Comment [SMM4]: ?

Based on previous studies in Iranian context, we summarize the norms and values of the society about women and their role in the society as the following variables:

- Women might not work in ~~the~~ male jobs
- The society ~~couldn't simply cannot~~ approve the presence of women in ~~some certain~~ jobs
- The society ~~couldn't approve~~ ~~simply cannot approve~~ the presence of women in ~~some certain~~ jobs
- The presence of young women are not appreciated in the workplace
- The society ~~doesn't does not~~ believe in women's managerial skills
- The society believes that housework and child care ~~is are~~ the most important ~~responsibility-responsibilities~~ of women
- Outside work of ~~a women-woman~~ is not ~~allowed-permitted~~ if the ~~family~~ ~~doesn't does not~~ need her salary
- Outside work of ~~a women-woman~~ is not allowed, ~~because a woman's financial independence is interpreted as a decline in her husband's power over her, due to the decrease in husband's power~~
- Entrepreneurship seen as a male activity
- Social insecurity of women
- Women should have ~~the~~ permission of their husband to ~~exit-depart~~ the country
- Women ~~couldn't cannot~~ stay at ~~a~~ hotel without their ~~confidant, confident~~

Comment [u15]: منظور باورهای جامعه است

Comment [u16]: نمی پذیرد

Comment [u17]: کار خارج از منزل

Comment [u18]: اگر خانواده نیاز مالی نداشته باشند.

Comment [u19]: منظور این است که جامعه بر این باور است که در صورت استقلال مالی زن، قدرت مرد کاهش پیدا می کند.

Comment [u20]: منظور ناامنی های اجتماعی زنان در جامعه است.

Comment [u21]: محرم یا محارم

3.3 Validity and reliability

The questionnaire was edited by experts' opinions and pre-administered by 30 women entrepreneurs from different sectors to validate the instrument. On the other hand, the internal consistency of the questionnaire was measured by indicator of Cronbach's Alpha that was 0.90, ~~and-which~~ confirms the reliability of the questionnaire.

4. Results

The results of this research ~~firstly~~ contain ~~first~~ a description of ~~the~~ sample, ~~and~~, ~~then~~ ~~Then, in the second section, the~~ results of one sample T test about the influence of informal institutions on women entrepreneurs were presented ~~in the second section~~.