

Investigating and prioritizing the factors affecting the defeat of greenhouse business in Zarabad branch of Konarak region

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Abstract

In order to investigate and prioritize the factors affecting the failure of greenhouse business in the study, using a descriptive-analytic research method in the Zarabad district of the county of Konarak. The statistical population of this study was 130 people with greenhouse business in the Zarabad branch of Konarak county in 1396. In this research, based on the Morgan table, 95 people were selected by simple random sampling method. The questionnaire was used as a research tool for collecting data. Its validity was confirmed by agricultural experts and its reliability was confirmed by calculating the Cronbach's alpha coefficient in the pre-test (0/853). For data analysis, as Friedman test were used. The results of the study showed that the financial factors affecting the failure of greenhouse businesses, the lack of capital with an average rating of 4.33 Among the infrastructural and technical factors, the absence of conversion industries of greenhouse businesses products with an average of 4.74 ranking has the greatest impact on the failure of greenhouse businesses As well as among socio-cultural and educational factors, lack of classes and training courses for workers to increase their skills by agriculture Jihad with an average of 3.75 And among the individual factors, lack of relevant experience and expertise with an average of 3.97 points, have the most impact on the failure of greenhouse businesses.

Keywords: Agricultural, Entrepreneurship, Greenhouse business.

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