

Analysis Obstacles to Development and Enhancement of Internet Businesses in the Agricultural Sector (Case Study: East Azerbaijan)

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The present study intended to investigate barriers of developing and strengthening internet businesses in agricultural sector. Research method was qualitative and data were collected using semi- structured depth interviews. Sampling 21 managers of manufacturing, packaging and distribution factories and companies who were worked in the area of East Azerbaijan province. In order to determine the validity or reliability of qualitative questions and to obtain unbiased and transferable results (degree of transferability of qualitative data), continuous and close contact with the sample and survey methods such as subject specialists were used. For the analysis and interpretation of data from interviews, content analysis was used. The results of interviews showed that barriers to develop and promote online businesses in the agricultural sector can be summarized three issues in management and human resource development, legal, and technical. Management and human resource development barriers included education and cultural sub-categories; legal barriers included juridical and security issues; and also technical barriers included hardware sub-categories.

Key Words: Barriers, Development, Internet.