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The Attitudes of Members Chamber of Commerce Tehran than Public-Private Partnership in Country's Food Industry

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Abstract: Public-private partnership provides a field for public services and infrastructure using the capacity of the private sector. The country's food industry as part of infrastructure sectors for economic development in Iran requires the use of public-private partnership. The aim of this study was to evaluate the attitudes of members Chamber of Commerce Tehran than public-private partnership in the country's food industry. The population of this study included members of the Tehran Chamber of Commerce (N = 3000). To determine the sample size the Kerejci and Morgan table using simple random sampling method 345 samples selected. Data collection performed using a questionnaire. The questionnaire validity by experts and reliability by the Cronbach's alpha coefficient confirmed. The results of the study indicate that attitudes of respondents towards public-private partnership are relatively positive. In addition, the results of the coefficient of variation for barriers of public-private partnership showed that more subjects have not enough awareness of the public-private partnership and did not have enough confidence to government. The results of the coefficient of variation of the advantages use of public-private partnership suggests that main advantage public-private partnership is to solve the problem of shortage of funds.

Key words: Public-private partnership, food industry, Chamber of Commerce Tehran, Cronbach's alpha, validity

INTRODUCTION

Various infrastructure projects including critical factors in the economic development of countries considered. As governments seek to provide more efficient and higher quality services so always apply special measures to facilitate and accelerate the implementation of the projects. According to the structure of the public sector and the existing problems and damage, an extension and inefficient implementation of infrastructure projects in various sectors for reasons like the bureaucratic and governmental approaches which in turn reduces the quality of services. On the other hand, governments are funding and other resources for investment in these sectors are not enough. While the potential and capacities of the countries need to benefit from the expertise and innovation of the private sector for infrastructure projects.

Public private partnership is methodology to procure public projects well founded. By engaging the expertise, efficiency, innovation, trade view, risk sharing, financing and benefits that the private sector in public projects, the quality of services and public facilities is increasing. The concept of investment in public-private partnership briefly called ppp which refers to investment projects in which a subset of the central government or local government with the partnership of one or more private companies committed to financing, construction and operation of the project. The revenues from the launch of the project in proportion to partner's contribution divided between them.

The public private partnership is agreement between the government and the private sector or sectors in which sector or the private sector will act to provide public services in line with the objectives of government services and private sector profitability goals and effectively so that sufficient risk transfers to the private sector.

Public-private partnerships for various reasons such as the provision of services with less uncertainty, better use of technology and knowledge-based on projects, achieve the objectives of the parties, benefiting from long-term contracts and the appropriate allocation of risk, the traditional way of providing superior service to the public (Lawther, 2005). These partnerships enabled the government to reduce the financial burden that the supply of public services in the areas of planning and policy and more importantly, benefit from risk management and innovation of the private sector.

On the other hand, given that the food industry and processing of the most important industrial groups which used in economic development, especially in developing

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countries, play an effective role (Torkamani and ZaoghiPor, 2008). The public-private partnership in this sector can overcome the problems of the industry, stimulate the economy and help the country's economy.

These contribute with risk allocation mechanisms is dedicated to providing the appropriate mechanism for the provision of public goods could replace traditional methods of production and public services in Iran but there are problems and obstacles in the way of this type of financing that influence public-private partnerships Iran.

In this regard, this study examined public-private partnership in the country food industry carried and following the question: How is the attitude of Tehran Chamber members and managers of production units of food exporters in public private-partnership in country's food industry.

Literature review: Empirical evidence about the factor affecting public-private partnerships often empirical studies and evaluation of different behaviors in different countries over several decades have been carried with a time series data. Topics that draw researcher's interest in this field include risk, logistics and finance. Research conducted in the absence of an attitude toward public-private partnership and the advantages and disadvantages of this project felt especially in the country's food industry. Studies have had less to examine this issue. Read on to check out some of these studies have been discussed. Many studies paid on the problems of public-private partnerships. Zhang, Grimesg and Lewis believed one of the main obstacles to the participation is financial constraints and capital. Political, social and institutional obstacles in studies by Mustafa (1999) have been examined. There obstacles such as lack of skills in the private sector and the general market failure in the study by Corbett and Smith, Gunnigan and Eaton as the constraints of public-private partnership identified and evaluated. Continue to review other studies in this field discussed.

Chan *et al*. (2009) in his study with the survey main obstacles to the successful implementation of public private partnership in Beijing and Hong Kong have studied where the respondents have been asked 13 potential barriers to participation extracted from the literature and ranking them. According to the study, three obstacles "long delay in the negotiation process" "lack of experience and skill" and "long delayed because of political disputes and issues" as the main obstacles to the development of partnerships in Beijing that the 1st and 3rd item in Hong Kong is also true. However, the small number of projects to the contract (cancellation of the contract before signing it" ranks second in terms of the degree of precision engagement in Hong Kong evaluated. In another study, Agyemang the efficiency of public-private partnership in infrastructure projects with different surveys to evaluate the success of these partnerships has discussed. The study suggests that risk allocation considered as one of the most important issues in public-private partnership. The other part of study identify and rank the problems and limitations of these partnerships is concerned, public complaints and applications to large projects in public-private partnerships to these partnerships have been evaluated as the two major problems. The following Yan in a study entitled "Factors Encouraging China's Public-Private Partnership Projects in Urban Transport System" identify 15 drivers of projects from the perspective of public sector in the country. Top factors identified include cost savings in the construction and operation phases, providing quality public services, completing projects on time and on time, solve the problem of shortage of funds for public sector and attract more demand for public services.

Ke *et al*. (2008) in his study entitled "Methods of Financial Evaluation for Projects Public-private Partnership about the Need to Plan Economic Justification (FS)" taking into account the interests of the public sector focus on it. His studies have shown that most of the project economic justification to explain the benefits of private sector participation in projects acquired. Therefore, the development of the financial evaluation method has 6 main index. Roshana Takim in his study entitled "The Acceptance of Pishegan Private Financing Program in Malaysia" have suggested that Malaysia in the ninth plan in providing public infrastructure has been heavily criticized and the staff's funds saved used as the main source of financing of projects. He admitted in his study public private partnership in Malaysia in terms of success factors, negative factors and the key differences between traditional public private partnership and supplies have checked.

Heibati and Ahmadi in his dissertation, using panel data in 21 countries around the world have studied the subject. The study found that income countries, economic stability, the deficit and the export of natural resources such as fuel including important factors influencing the use of public-private partnerships in developing countries is considered. Heibati and Ahmadi in his study entitled "Public-Private Partnership: A New System of Financing in the Transfer of Central and Local Government Infrastructure Projects to the Private Sector" to explore different aspects of the partnership and the factors influencing the successful implementation of the especially in developing countries have paid. The

researchers found that in this way the private sector is able to participate through contract of public-private partnership provide services range during the contract period (usually between 15-30 years) and public sector as well as the optimal utilization of the expertise, resources and private sector innovation in order to provide effective and efficient service is more successful. Finally, the role of the private practices in achieving the goals of study 44 of the constitution and private evaluated and recommendations in this area presented.

Results Shahedani and colleagues research entitled "Barriers to the Development of Public-private Partnerships in the Transport of Using the MCDM" showed that the components related to capital markets and access to financing constraints known as the most barriers (Shahedani *et al*., 2012).

MATERIALS AND METHODS

The study in term of nature is quantitative research and applied research as well as in term of access to the factsc and data processing is descriptive survey, according to the scope of the research used designs is cross-sectional. The population of this study included members of the Tehran Chamber of Commerce (N = 000). To determine the sample size the Kerejci and Morgan table using simple random sampling method 345 samples selected.

A questionnaire used to collect data. The first part of questionnaire included personal and professional characteristics. The second part of the questionnaire included items related to the attitude of the Tehran Chamber members and managers of manufacturing plants exporting food products to the public private partnership, the third part of the questionnaire contains statements related to the benefits of public-private partnerships and the fourth part of the questionnaire are obstacles of public private partnership. Face and content validity of the questionnaire is feedback to faculty members, experts and scholars. The necessary amendments to the questionnaires conducted by the researchers. Cronbach's alpha coefficient in order to reliability was used. Cronbach's alpha coefficient for the attitude of Chamber members at 83.0 and for the benefits of public private partnership is equal to 85.0 and for barriers of public private partnership sector of country's food industry 80.0 calculated. Since, Cronbach's alpha coefficient for each of the questionnaire is higher than 7.0 the reliability of the questionnaire was good. Data analysis performed using SPSS Software. To examine the attitude of formula ISDM used as follows:

- Min≤A<Mean-Std. = Disagree
- Mean-Std.≤B<Mean = Relatively disagree
- Mean≤C<Mean+Std. = Relatively agree
- Mean+Std.≤D<Max = Agree

RESULTS

Research descriptive statistics presented. The following Table 1 features individual respondents has been using frequency and percentage. The results of descriptive statistics showed that of the 345 response in this study, the age of most of them (8.30%) between 30 and 40 years and only 4 of them were under 20 years. The results of descriptive section showed that education of more subjects was associate degree (7.48%) and only 2.6% of them had MA degree. Moreover, the results suggest that gender is male subjects (6.84%). The study goes on to examine the respondents' views on public private partnership in the food industry. ISDM formula used for this purpose, the results revealed that most of them were in favor of public private partnership in the food industry.

In addition to the sector, based on the answers provided to determine the attitude level of the participants to the public private partnership ISDM formula used: Merchant's view of the Tehran Chamber of the study with regard to public private partnership in relationship with ISDM to four levels of negative attitudes A, some what negative, B somewhat positive, C and positive D grouped. In this regard, the average of people 37.105, standard deviation equal to 83.19, minimum 39 and maximum is 157. Those with a score of <53.85 they had a negative attitude towards public-private partnerships and people with score 53.85-37.105 has a some what negative attitude towards public-private partnerships and people with score of 37.105- 20.125 has somewhat positive attitude towards public-private partnerships. The people with high score 20.125 has a positive attitude towards public-private partnerships in the food industry. In this regard, Table 2 for 3.54% of people had a positive attitude towards public-private partnerships. The 7.45% of people opposed

Table 1: Characteristics of individual respondents

Items	Level	Frequency	Percent	Cumulative percentage
Age	Under 20 years	4	1.20	1.200
	20-30 years	94	27.1	28.300
	30-40 years	107	30.8	59.100
	40-50 years	99	28.8	87.900
	50 years	41	12.1	100.000
	Under diploma	14	4.80	4.800
	Diploma	39	11.7	16.500
Education	Associate degree	171	48.7	65.200
	BS	112	32.2	97.400
	Master's degree or higher	9	2.60	100.000
Sex	Female	24	15.4	15.400
	Man	321	84.6	0.100

to the implementation of public private partnership in the food industry. However, they did not have a great familiarity with public-private partnerships. Continue to explore the individual characteristics of the respondents' attitudes toward public-private partnership discussed. Results of Table 3 shows there is no significant relationship between gender and attitude.

According to Table 4, it found that there is no significant difference between the ages of the students with their attitude toward public-private partnership projects. To identify barriers to the implementation of public private partnership for the merchants of the Tehran Chamber, coefficient of variation used. For this question for each item collected together and mean and standard deviation calculated then with the help of mean and standard deviation to obtain a coefficient of variation of any item that has a low coefficient of variation had a higher rank than other items won. In other words, any item that has a coefficient of variation is lower is more important.

Results of Table 5 shows that the biggest obstacle to the implementation of these projects and public private partnership is lack of awareness among the barriers to the implementation public-private partnership with an average of 80.3 and coefficient of variation 29 in the first place. As well as lack of merchants, trust in government with an average of 3.75 is in second place. In this regard, a large state with an average of 59.3 was third. The table below indicates the financial market unattractive barriers in the food industry, a significant delay in the negotiation process between the public and private sectors and delays in administrative procedures including obstacles in the ranks of the bureaucracy. To identify the advantages of public-private partnership for the merchants of the Tehran Chamber the coefficient of variation used. The results show in Table 6.

Results of Table 6 showed that solve the problem of shortage of funds with an average of 3.75 allocation and reduce risk with an average of 71.3 and saving costs by an average of 44.3 places in the category first to third. In this regard, the motivational factors for employees of food industry with an average of 08.2 better technology of food industry with an average of 18.2, respectively in the ranks of the advantages of public-private partnerships were in the food industry.

Table 2: Distribution of the attitude of members of the Chamber of Commerce Tehran to public-private partnership

Variables	Frequency	Percent	Credit rating
Against (A)	55	16.0	0.160
Somewhat disagree (B)	102	29.7	45.700
Somewhat Agree (C)	137	39.4	85.100
Agree (D)	51	14.9	0.100
Total	345	100.0	-

Table 3: Mann-Whitney test for the effect of gender on attitudes

Variable	Levels	Rating average	Mann-Whitney	Z-value	Sig.
Sex	Female	182.7	13842	-1.27	0.2
	Man	168.8			

Findings

Table 4: Evaluation of individual variables age and education on attitudes by Kruskal-Wallis test

Variables	Levels	Rating average	χ^2	F-values	Sig.
Age	Under 20 years	183.5	14.03	4	0.700
	20-30 years	193.9			
	30-40 years	192.0			
	40-50 years	173.3			
	50 years	170.1			
	Under diploma	116.1	15.05	4	0.005**
Education	Diploma	149.8			
	Associate degree	189.2			
	BS	188.2			
	Master's degree or higher	202.2			

The research findings described **significant at 1.0

Table 5: Barriers to public-private partnerships in the food industry

Items	Average of 5	SD	Coefficient of variation	Ranks
Lack of information traders the benefits of public private partnership	3.80	1.11	29	1
Lack of trust in government business	3.76	1.16	30	2
Large government	3.59	1.19	33	3
The lack of economic stability in the country	3.55	1.23	34	4
Changing laws and regulations in the country	3.31	1.17	35	5
No risk of public-private sector stakeholders	3.19	1.18	36	6
The seriousness of the problem of funding for partnership investments in Iran (high profits of banks in financing)	3.38	1.23	36	7
The lack of certain strategy and lack of clear decision-making in the economic sphere	3.22	1.17	36	8
Lack of skills and experience to the private sector	3.33	1.27	38	9
Lack of transparency and incomplete information and contract negotiating public and private sectors	3.10	1.22	39	10
Reluctance of the private sector to invest and participate actively	3.05	1.25	40	11
Capital market restrictions	2.98	1.25	41	12
Poor coordination between different departments	2.95	1.25	42	13
Limited number of financial institutions in Iran and their limited role in the process of growth, capital accumulation and distribution	2.90	1.26	43	14
International sanctions	2.83	1.24	43	15
Delays because of administrative bureaucracy procedures	2.83	1.28	45	16
Long delay in the negotiation process between the public and private sectors	2.80	1.30	46	17
Unattractive financial market in the food industry	2.75	1.30	47	18

Findings

Table 6: Benefits of public private partnership from respondents of Chamber of Commerce

Items	Average of 5	SD	Coefficient of variation	Ranks
Public-private partnership would solve the problem of shortage of funds	3.75	1.14	30	1
Public-private partnership made risk allocation	3.71	1.26	33	2
Public-private partnership leads to savings in the costs	3.44	1.26	36	3
Public-private partnership leads to financing of the project by public sector and facilitate it	3.17	1.29	40	4
Public-private partnership reduces risk of food industry	3.15	1.36	43	5
Public-private partnership make sprivate provision of public services in good quality	2.88	1.31	45	6
Public-private partnership cause greater efficiency and effectiveness in the food industry	2.66	1.21	45	7
Public-private partnership, efficient financial market for the private partner enters this important project	2.95	1.39	47	8
Public-private partnership attracting public demand service will be private	2.26	1.25	55	9
Public-private partnership makes better skills in the food industry	2.24	1.24	55	10
Public-private partnership cause of better technology in the food industry around the country	2.18	1.20	55	11
Public-private partnership cause further motivation for employees of the food industry	2.08	1.26	60	12

Finding

DISCUSSION

With the advent of the idea of private sector partnership in economic projects and the provision and distribution of public goods, the role of the state is less than the past. Model of public-private partnership with different methods have provided the conditions for achieving this goal. The food industry known as one of the most important economic sector, provide proper field for private sector participation and development of the sector through the public-private partnership model can be adapted to the conditions of the Iran smooth country economic development infrastructure.

In this study, the attitude of Tehran Chamber of Commerce than public-private partnership project, obstacles and benefits of the project discussed. To review their attitude towards the public-private partnership project 14 items used to assess the people's attitude to public-private partnership to using ISDM.

The results indicate the attitudes that studied people toward public-private partnership is relatively positive although, a large number of subjects relative to public-private partnership and its benefits did not have much information. The non-parametric Mann-Whitney test result showed that there is no significant relationship between the gender and their attitude toward public-private partnership. The Kruskal-Wallis test result indicates that there is no significant relationship between age and attitudes toward public-private partnership in food industry but there is a positive and significant relationship between their education and their attitudes at the one percent level. This means that people with higher education have a more positive attitude towards public private partnership, perhaps because of the people's information and awareness about the benefits of public private partnership. Consequently, the coefficient of variation for assessing the barriers of public-private partnerships that use the 18 items were asked, showed that lack of awareness of Tehran Chamber of Commerce members to the public-private partnership and its benefits was the main obstacle in the way. The results of field data showed that these people were not aware of public private partnership and its benefits.

Therefore, the item with average 80.3 ranked at first. Tehran Chamber of Commerce members did not have sufficient confidence in the government and this component with an average of 76.3 in the second and largest state with 46.3 was at third place of the main obstacles. The results were consistent with the results by Mustafa (1999) and Chan *et al*. (2009) aligned. The barriers examined in order of priority include lack of economic stability in the country, changing laws and regulations, no risk of public-private shareholders, the seriousness of the problem of funding for partnership investments in Iran (high profits banks in financing). Given the lack of strategy and lack of clear decision making in the field of economy, lack of skill and experience of the private sector, the lack of transparency of information and incomplete contracts in negotiation and public and private sector contract, the private sector's reluctance to invest and participate actively, capital market limitations, poor coordination between different sectors, the limitation of financial institutions in Iran and their limited role in the process of growth, capital accumulation and distribution, international sanctions, delays as a result of administrative bureaucracy procedures, high delay in negotiations between the public and private sectors and the unattractive financial market in the country's food industry.

CONCLUSION

Moreover, the results of coefficient of variation for the benefits of public-private partnerships showed that the solve the problem of shortage of funds with an average of 75.3, allocation and reduce risk with an average of 71.3 and saving costs by an average of 44.3, respectively ranked first to third. These are the advantages of using public-private partnerships, these results are consistent with the results of research by Shahedani *et al*. (2012).

SUGGESTIONS

- Due to the positive attitude of the Tehran Chamber of Commerce and the position of the food industry in the national economy and the emerging private sector in Iran, providing the necessary conditions for increasing participation, particularly in the capital markets and financial institutions that can play a role in support of the private sector is essential
- Better policies encouraging the private sector to develop partnerships, improve service quality and reduce risk in priority
- Considering the members of the Chamber of Commerce did not notice benefits of public-private partnerships and given the necessary training to these ones, until the project is operational
- The government should restore the lost confidence of business to Chamber members and their limitations including pricing and cumbersome investment regulations eliminated
- Since most of the risk of public participation-private financing due to the complexity of the process, documentation, taxes and illegal stoppages and in terms of investment it is essential to government transparency procedures, stabilization policies and support package and to substantially reduce the risk involved

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