PP-472 [Beekeeping Economy]
Assessing the Impact of PESTEL Factors on the Growth and Resilience of Iran's Beekeeping Industry

Soma Rahmani[1], Forough Mohammadi[2], Meysam Shahbazi[3], Behzad Bankipour[1]
[1]Apitherapy department, Ghazal Danesh Pazhouh institute of technology
[2]Management and Economic faculty, Tarbiat Modares University
[3]Faculty of Management and Accounting, Farabi compus, Tehran University

The beekeeping industry plays a crucial role in environmental sustainability, agricultural productivity, and rural economic development. Given Iran's significant position in global honey production, understanding the external factors shaping this industry is essential for ensuring its long-term growth and stability. Based on this, This study investigates the external environmental factors influencing the development of Iran's beekeeping industry through a comprehensive PESTEL (Political, Economic, Social, Technical, Ecological and Legal) analysis. By examining political, economic, social, environmental, and public policy dimensions, the research aims to provide strategic insights for sustainable industry growth. A mixed-methods approach was adopted, beginning with qualitative content analysis of semi-structured interviews conducted with industry experts to identify key influencing factors. These factors were then categorized within the PESTEL framework, and twelve critical sub-criteria were selected for further quantitative analysis using MICMAC software. The influence-dependence matrix revealed that public policy-related variables, along with cultural and social factors, play a dominant role in shaping industry dynamics, acting as both key drivers and highly reactive elements. The findings highlight the significant impact of regulatory policies on the beekeeping sector's stability and expansion. Ultimately, the study underscores the necessity of targeted policy interventions to mitigate risks, enhance industry resilience, and leverage strategic growth opportunities.