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RESEARCH PAPER

A Grounded Theory of Acceptance Nexus: The Story of the Private Sector

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Abstract
Although the private sector is recognized as one principal component of the economic structure of nations, it is not in place in the economy of Iran. However, according to the resource curse theory, this so-called political and rich-resourced economy should move to a more diversified economy. This study aims to investigate the acceptance procedures through which the shift can be facilitated and accelerated. All in all, 19 interviews were conducted with the private sector practitioners and faculty members to collect data under the domination of the constructive grounded theory. The results of this study indicate that the tripolar of accountable government, observer civil society, and ethical private sector should be formed so that the effective application of strategies could benefit from "the acceptance nexus," i.e., legitimacy, participation, support, and communication through consciousness, assuming responsibility, and communication management. By providing some must-do practices for the "agency" of government, civil society, and the private sector in the current institutional "structure," this research contributes to the current understanding of acceptance. Conducting a middle-range theory, this study tries to shed more light on the behavioral contributions in the problem-solving processes by providing an emerging view of the acceptance in the terrain of the private sector.

Keywords: acceptance nexus, private sector, constructive grounded theory.

1. Introduction

Tok (2020) argues that countries with considerable natural resources must move to more diversified economies to avoid suffering from the fluctuations in the price of such assets (Velayati et al., 2020, p. 2). More significantly, literature on economic development (e.g., Bjorvatn & Selvik, 2008; Sachs & Warner, 2001) reveals that countries rich in natural resources tend to have slower economic growth than resource-poor countries (Tajeddini & Trueman, 2016, p. 2). However, as Yifu Lin (2012) contends, "Every (developing) country has the potential to grow dynamically for decades as long as the government plays the right role to facilitate the development of private enterprises along the line of the comparative advantages of country and taps into the latecomer advantages" (Liu, 2018:1).

In this regard, Estrin and Pelletier (2018) discuss that introducing competition against the hegemony of the super-state in monopolized sectors is an important goal of the governments. However, the government alone can never bring about the desired aftereffects (Tetani & Sifuba, 2016) unless the civil society is in place since the principle of competition is basically manifested in civil society. At the same time, it is indispensable to assume the acceptance of innovations, measures, or projects when developing successful planning, making decisions, and implementing processes (Hitzeroth & Megerle, 2013; Stigka et al., 2014) since stakeholders' different incentives in the "acceptance chain" may hinder the minimum level of acceptance in some circles. Therefore, acceptance is more likely when the empathetic

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outreach by policymakers and other stakeholders is combined with reliable, responsive, and confidence of supply (Sharpton et al., 2020).

So far, public acceptance[1] (consensus)[2], in a futile attempt, is viewed as the political aspect regarding the factors influencing the formation of a policy. Meanwhile, given the definition of acceptance[3], this concept has a behavioral sense since it inherently encompasses concepts such as attitudes, values, norms, relationships, and cultures (McAndrews et al., 2018; Zvěřinová et al., 2013), which correspond to behavioral sciences. Behavioral economic scientists also believe that the behavioral sciences can control problems without the need for new knowledge. However, Busse and Siebert (2018) remark that the theoretical foundations of acceptance studies generally remain poor and in need of further development. In this regard, this paper aims to draw a polycentric design that mostly corresponds to behavioral variables by focusing on multilateral and intertwined terrains of the private sector acceptance.

Based on the literature review, social, political, and cultural development can be facilitated and accelerated by realizing economic development. Although it seems that there has been at least an implicit compromise to reform and adjust the economic structure in Iran, after more than three decades (following the revolution and the Imposed War) of enacting and providing legal conditions for sharing management or ownership between the government and people, why the government is not very willing to downsize? Why is not the private sector in place? Is there any problem with the chosen paradigms in this policy or the procedures? Are the stakeholders being asked for their motivators and incentives? Do the principles of classical and traditional economics suffice the economic mechanisms? More significantly, what are the barriers to effective communication between the government and people? With these questions in mind, this study attempted to fill the aforementioned gaps. Adopting constructive grounded theory, we tried to synthesize a middle-range theory, including this question, towards a dialectic control: What would be the distinguished topology with influential actors and the actions in the field of private sector acceptance?

2. Literature Review

2.1. Private Sector

Rodriguez (2019), … states that the private sector is a more sustainable way to support the individuals, and the society as a whole, to achieve development outcomes at scale, which can leverage a wide variety of relationships especially, in today’s world in which the economies cannot see the fruits of their labors without the vibrant presence of the private sector (Tabatabai, 2009). In addition, recent structural adjustment programs endorse the collaboration approach by both public and private sectors (Tetani & Sifuba, 2016). Altogether, we have made a great mistake in our programs from the very beginning if the private sector is not in place. We can see the dynamic presence of the private sector at the summit meetings, and this blooming presence embodies or flaunts the interest and the power of the private sector in the future relations of the countries (Tabatabai, 2009) since no company or country can operate in total isolation.

1. The term “public” in this combination refers to the private sector, civil society (composed of citizens), government (or the state), and in general, every individual or social, national, or international institution who has the right or opportunity to act and change the (economic) structure.
2. According to Longman Dictionary (2009), the word “consensus” means an opinion that everyone in a group agrees with or accepts.
3. “Acceptance is a construct which has different meanings within different theoretical orientations” (McAndrews et al., 2018, p.5). In its general semantic function, acceptance occurs when group norms are internalized (Sowden et al., 2018).

Moreover, poor performance can impact the stability of regions beyond their geographical boundaries (Tajeddini, 2016). There is also growing recognition within the private sector regarding the benefits of investing in the developing world (Rodriguez, 2019) and emerging economics. When we talk about private sector engagement in (international) development, we are not just talking about investing. “Private sector engagement” indicates that governments and other public sector actors cooperate to meliorate the security, governance, and economic environment (Rodriguez, 2019), which can lead to a natural synergy between the public and private sectors (Grossmann et al., 2011) and provide the best chance of incremental prosperity and living standards in an open, export-oriented economy with a flourishing private sector (Bishop …, 2015)[1]. The state in most economies creates a conducive environment for economic activity through advocacy, policy formulation, provision of incentives, and development of economic infrastructure. Meanwhile, the private sector focuses on investing, creating jobs, innovation, transferring knowledge (Tetani & Sifuba, 2016), making profits in the context of the common good (Farasatkhah, 2018), generating wealth and a reliable base for taxes (Rodriguez, 2019), and making contributions to climate change mitigation and environmental sustainability (Grossmann et al., 2011) to actualize its mission (Bishop …, 2015). In addition, the private sector is the engine of economic growth and the key activator of development progress in both domestic and international markets (Grossmann et al., 2011).

Referring to five studies, Jazani Oghbaei et al. (2018) cite that political rents in transferring certain companies, the entrance of the fourth dimension of governance (i.e., quasi-government[2] into the implementation phase), and weakness in public policy account for the decline in the economic growth of Iran in recent years.

Two filters of (high) demand and (high) feasibility are the prerequisites for the design filter in the process of turning a preliminary plan into a strategic plan (Sagaris & Dios Ortuzar, 2015). In addition, Mostashari (2004) observes that state-owned enterprises (SOEs) in Iran suffer from government inefficiency in operating industries and service sectors due to the adverse political interactions with global markets and a lack of operational strategy and transparency (Tajeddini & Trueman, 2016). Moreover, the dominance of the private sector in the economies of nations, especially the “P4 + 1”[3], has effectively prevented their governments from protecting the Iranian governmental economy against the unilateral US sanctions. The worst point is that those governments are forced to make verbal and even practical threats to restore sanctions and strengthen US policies against Iran. Therefore, the rule of rationality with respect to national interest is felt bound to change the main actors in the field since diplomats and political diplomacies have acted too poorly and unprofessionally to the extent that they have facilitated the possibility of sanctions for the imperialist powers through enacting self-sanctioning and preventing the entrance of wise flows into the representative bodies. As provided in Figure 1, the real private sector owns only 18 percent of the divestitures. Thus, it is not surprising that a critical strategy of the reform in Iran is to move from SOEs to alternative ownership (Tajeddini & Trueman, 2016) and management schemes.

1. On 4 February 2014, the Minister for Foreign Affairs, Hon Julie Bishop MP, asked the committee to inquire into and report on the role of the private sector in promoting economic growth and reducing poverty in the Indo-Pacific region. The committee provided the report on 22 June 2015.
2. Because of owning some shares in government-owned or other government-owned entities, a quasi-government is, in fact, a non-private corporation, institution, or enterprise, although not being listed as a state-owned company. However, it is practically managed by government-affiliated organizations, government agencies, public non-governmental organizations, or revolutionary institutions. The unwillingness or inability of the state to subject quasi-government organizations to the rules of competition in the market and charge them the fair share of taxes has consistently contributed to the economic decline.
3. After the US withdrawal from Joint Comprehensive Plan of Action, “P5+1” become “P4+1.”

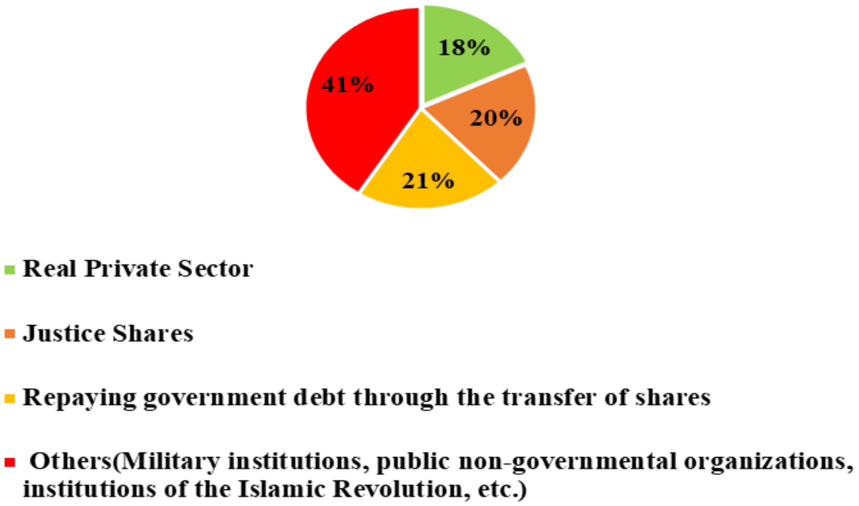


Figure 1. The Divested Share of Privatization Projects to Different Sectors during the 2001-2016 Period
Source: Privatization Organization Portal (2016)

Rahdar (2017) states that the Iranian economy operates in only 42 percent[1] of its capacity (Demand). "Article 44 of the Constitution" and the "Law of Implementation of the General Policies of the Article (44)" also provide an appropriate capacity and context for solving the issue (Feasibility). Thus, the way is paved for the private sector to be filtered by the design.

2.2. Acceptance

The concept of acceptance can be traced to the founding and development of the International Committee of the Red Cross (ICRC) (Fast et al., 2013). Acceptance is generally a cross-sectoral research topic in different disciplines or areas of applied research such as social science, economics, land use policy, and environmental psychology (Friedl & Reichl, 2016; Kellner, 2019; Wolsink, 1987; Wüstenhagen et al., 2007) with their own perspectives (Lucke, 1995; Schenk et al., 2007) and understanding of the issue, which has received increasing attention over the last 10 years (Busse & Siebert, 2018).

For Caron-Malenfant and Conraud (2016), (social) acceptance is the "result of a democratic process by which the stakeholders build together the conditions to put in place and assure that projects, programs, and policies fit harmoniously, at a specific moment, into their economic, natural, human, and cultural environment" (Simard, 2018:1).

Busse and Siebert (2018) present 22 definitions[2] of acceptance, which sometimes overlap oreven contradict each other. According to the observations of Wüstenhagen et al. (2007), the point that "clear definitions are rarely given" in the "practical policy literature" is still true for the publications analyzed in their review. They add that the influencing factors varied between the cases. Thus, a simple adoption of factors bears the risk of disconnecting the empirical work from theory and excluding important acceptance factors. The question that

1. The "42%" is based on figures taken from the Iranian Chamber of Commerce, which is the private sector parliament in Iran. According to the interviewees, the private sector owns a share of 25-53 to 57 percent (depending on exchange rate fluctuations) in the private sector.

From the few statistics that has been published so far	Private sector		Public sector	
	2013	2014	2013	2014
Share of ownership	44.74	47.33	55.26	52.67
Share of management	43.3	45.76	56.97	54.24

Source: Iranian Chamber of Commerce

2. See Busse and Siebert (2018). Related definitions to the research design are presented in Table 1.

arises is whether there are common/universal and transferable factors. Schenk et al. (2007) point that regardless of the acceptance object, there are some similar factors; however, there is no evidence showing which ones are the most important (Busse & Siebert, 2018).

Table 1. Definitions of Acceptance

Author/Year	Definitions used in the literature
Chin et al. (2014)	… social acceptance can be defined as a parameter to indicate public support towards an innovative technology for a sustainable development pathway
Heldt et al. (2016)	Acceptance can be influenced by generating trust and sharing responsibilities in public participation processes.
Anderson et al. (2012)	Acceptance implies passivity and as such does not necessarily reflect community approval or support.
Sonnberger and Ruddat (2017)	… acceptance can […] be characterized by a positive attitude of an acceptance subject a specific acceptance object (Upham et al., 2015). When this positive attitude is paralleled by supportive actions, some scholars speak of support or behavioral acceptance, rather than acceptance (Batel et al., 2013; Upham et al., 2015).
Sagaris and Ortuzar(2015)	Participation needs to generate different instances and different kinds of participation, to mobilize knowledge, planning and political systems together to achieve agreed-upon objectives.
Chin et al. (2014), Williams (2014)	Acceptance is considered to be the (public) support of an idea or a technology.
Busse and Siebert(2018)	Acceptance is intersubjective and not an isolated and silent issue. Communication and participation are important impact factors.
Busse and Siebert(2018)	The term legitimacy only appears in Gross (2007) and has the same meaning as acceptance.
Busse and Siebert(2018)	We identify and analyze the most frequently used terms and concepts related to acceptance, such as acceptability, legitimacy, attitudes, and perception.
Busse and Siebert(2018)	Communication and participation are important impact factors. The decision process depends on interactions with others.
Wolsink (2010)	Social acceptance is not simply a set of static attitudes of individuals; instead it refers more broadly to social relationships and organizations, and it is dynamic as it is shaped in learning processes.
Busse and Siebert(2018)	Acceptance is therefore constituted in a social space and depends on social interactions between people and social groups, theories regarding essential communication requirements (Habermas, 1997), the symbolic value building of “things” through continuously occurring interactions (Blumer, 1992 in Schenk et al., 2007), and social capital “as a multi-dimensional concept” (Jones et al., 2012, pp. 56) have been applied in the analyzed literature.

McAndrew et al. (2018) state that acceptance refers to the active process of openness and willingness towards experiences. "However, this is not necessarily how the word is understood in the common language outside of this context" (McAndrew et al., 2018: 5). Additionally, they remark that “acceptance advocates experiencing internal private events for what they are and without judgment,” which is built, conceptualized, promoted, preserved, and maintained on constructs of effective communication between stakeholders (McAndrew et al., 2018:3). In addition, some[1] emphasize interactions and relationships between individuals, groups, and institutions. Therefore, acceptance is an intersubjective phenomenon, and communication and participation are significant impact factors. The decision process depends on interactions with others (Busse & Siebert, 2018).

Given the growing number of studies in the acceptance area, it is essential to define the terms and the concepts under consideration (Zvěřinová et al., 2013). Although Busse and Siebert (2018) conclude that creating a complete list of all the most crucial factors is likely to be less useful, they maintain that it is possible to improve acceptance and successfully manage

1. See Shindler et al. (2002); Raven et al. (2009); Sattler and Nagel (2010), and Wolsink (2010)

projects by only identifying the influencing factors. In this vein, it is vital to distinguish acceptance from other related concepts or include them in a meaningful way.

3. Materials and Method

The grounded theory discovers or constructs theory from the systematically obtained data and analyzes them using comparative analysis. The constructivist and the participants co-construct experience and meanings (Chun et al., 2019) in a way that the researchers sticking to the "Gestalt"[1] characteristics write holistic thick descriptions, and with the notion of etic[2] observations, and emic[3] behavior processes (Khanifar & Moslemi, 2018; Martin & Woodside, 2011) narrow the gap between theory and practice. This study adopts the grounded theory approach to make a balanced combination of imagination and science. The outcome of creative imaginings, albeit ones produced rigorously, transparently, and abductively, should offer new and helpful insights. As Gouldner (1973) noted, the grounded theory method is at least as much about imagination and creativity as it is about science (Bryant, 2019).

3.1. Data Collection and Analysis

A grounded theory has scarcely interviews as its only technique for data collection (Suddaby, 2006). In this regard, participants and data sources were flexibly selected and collected. Interviews started with interviewing oneself (the researcher)[4] to have a rigid understanding of the research process and make the interactions with the empirical world. Then, as shown in Figure 2[5], the initial purposive sampling was persisted with the data sources.

Figure 2. Sources of Data

1. It emphasizes that the whole of anything is greater than its parts. In other words, the attributes of the whole are not deducible from analyzing the parts in isolation. The word "Gestalt" is used in modern German to mean the way a thing has been placed or put together. There is no exact equivalent in English.
2. Refers to outside the observer's interpretation, i.e., "researcher"
3. Refers to the informants' self-interpretation of his/her own thinking and actions, i.e., "self"
4. See Rieger (2018, p. 8), "Role of the researcher." As such, according to Bryant (2019), a grounded theory is a continuing and developing dialogue between researchers and data.
5. Regarding discussions with informant people by informant people, we, both literally and practically, meant differently from interviewees. There were situations in which we could benefit from improvised discussions on the research since we believe in our proactive role and presence at any moment of experiencing a grounded theory.

Based on the minor review of literature, participants with lived experiences of the subject were selected. The researchers also traveled to Tehran, Mashhad, Gorgan, and Khorram Abad to meet the participants (Figure 3 and Table 2) and conduct theoretical sampling towards their philosophy of thinking. The participants were examined to find sufficient data to fill in the gaps by concurrent data collection and analysis and to elaborate the relationships between the categories.

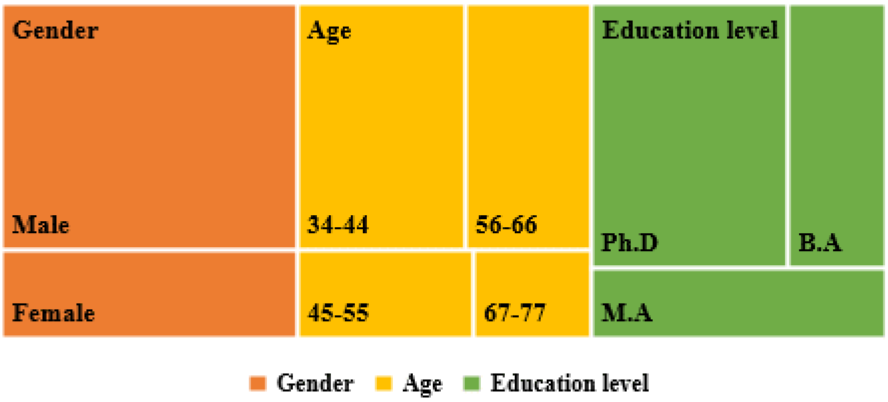


Figure 3. Demographic Characteristics of the Participants (N=19)

Table 2. Profile of the Interviewees

Organizational profile	Organizational profile
Chairman of the Chamber of Commerce	Faculty Member, PhD in Public Administration (Policy Making)
Secretary General of the Chamber of Commerce	President of Payame Noor University, PhD in Economics
Contractor for civil engineering projects	Faculty Member, PhD in public administration (organizational behavior)
Director of Marketing and Education	Faculty Member, PhD in Marketing Management
Member of the Board of Directors of the Chamber of Commerce	Faculty Member, PhD in Public Administration (Organizational Behavior)
Member of the Chamber of Commerce	Faculty Member, PhD in International Economics
Member of the Chamber of Commerce	Faculty Member, PhD in public administration (organizational behavior)
Member of the Chamber of Commerce	Faculty Member of the Institute of Business Studies and Research
Economic activist	Faculty member, PhD in International Relations
	Faculty Member, PhD in Social and Political Sciences (Human Resource Management)

3.2. Coding

Coding terminology in constructivist grounded theory (Charmaz, 2006, 2014) refers to initial coding, i.e., perusing data and labeling them with codes, and focused coding, i.e., using initial codes which reappear frequently (Rieger, 2018, p. 4). The researchers were immersed in the data to keep a balance between an open mind and intuition. Like Hiemer and Andresen (2019), the promoters[1] first developed the coding process separately[2], going back and forth between memos, and regularly shared the performance discussing the results to conciliate the discrepancies. Following Charmaz's guidelines, a line-by-line coding[3] was accomplished

1. Directors of study
2. As Bryant (2019) notes, exchanges between the data and the researchers should avoid both minus-mentoring and over-mentoring.
3. More than 700 codes were labelled.

through a comparative study of incidents. This approach was applied to compare[1] the incidents. As the ideas emerge, the incidents are compared[2] to the researchers' conceptualization of incidents coded earlier to identify the properties of an emerging concept. A total of 22 focused codes (Figure 4) were developed. Among those, three mostly recurring concepts, namely cognition and consciousness, assuming responsibilities, and communications management, led the researchers to the core conceptual category. The excerpt of the coding process is provided in Table 3, which is summarized along with the other 21 codes in Figure 5.

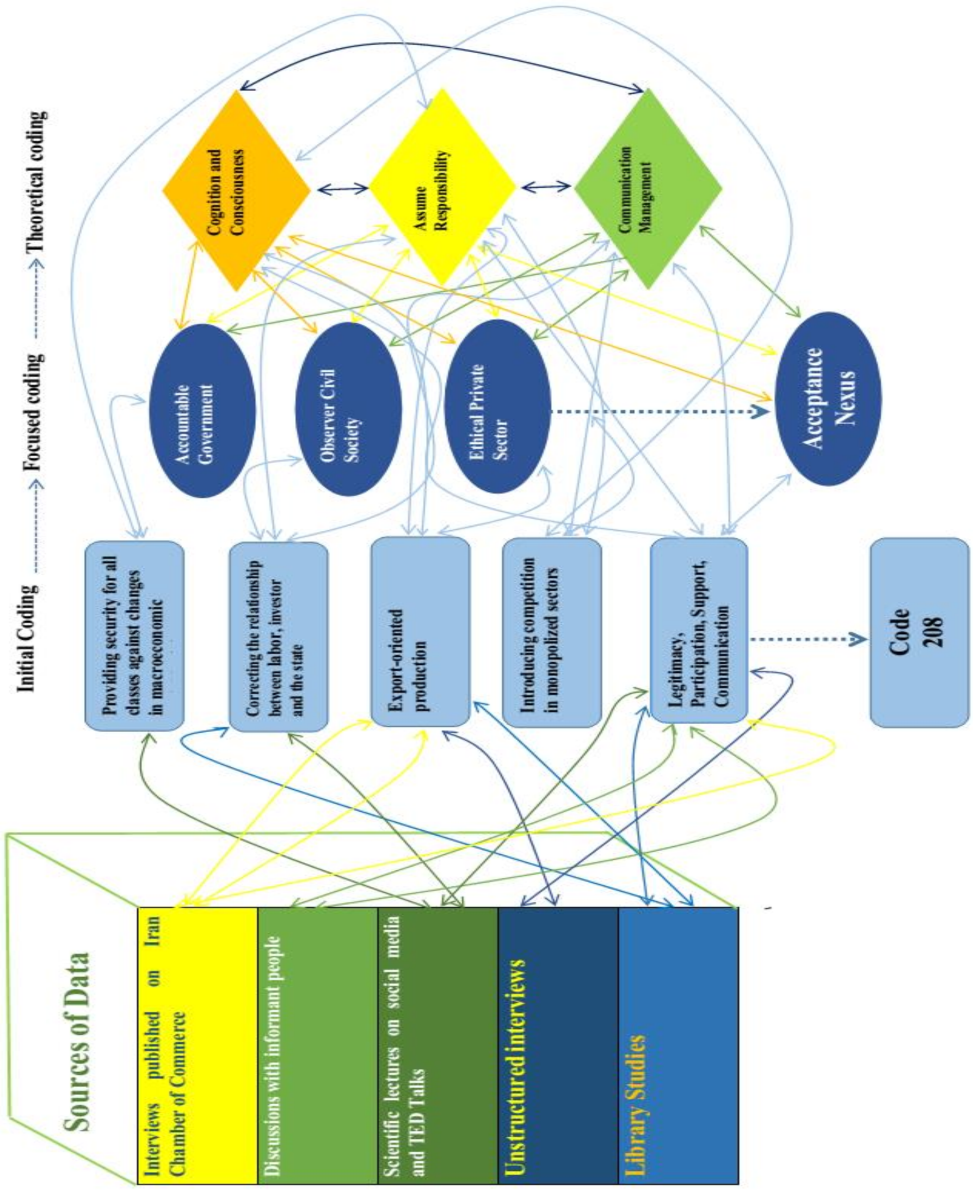


Figure 4. Stages of the Grounded Theory Coding

1. A total of 208 initial codes emanated.
2. Behind them, it was deductive reasoning at certain times and inductive at others. This movement is called the abductive inference method (Prigol & Behrens, 2019; Rieger, 2018).

Table 3. Accountable Government

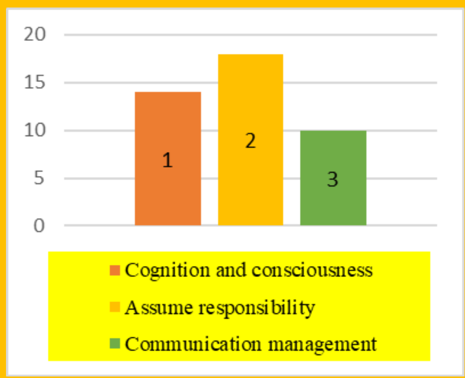
Initial codes	Focused code (accountable government)
Providing security for all classes against changes in macroeconomic variables (2)	Frequency of core categories' emergence in "Accountable Government" 
Creating a platform for fair competition (1,2)	
Having commitment to support national production (1,2)	
Active government support for symmetrical and balanced growth (1,2)	
The rentier government as an obstacle to change (1,2,3)	
Determining the exact goals of the private sector (1,2,3)	
Lack of security is a serious gap in the area of social responsibility (2,3)	
Useful and reliable knowledge training (1,2,3)	
Strong political commitment to privatization at the highest level of the government (1,2)	
Providing a better regulatory and institutional framework (1,2,3)	
Providing peace and Security (1,2)	
Providing good policy, strong institutions, and efficient public goods and services (1,2,3)	
Ensuring the private sector can thrive and the benefits of growth can reach all citizens (2,3)	
Having commitment to develop and sustain the institutions that implement, oversee, and regulate the policies (2,3)	
Enabling environment that encourages the private sector to invest (2,3)	
Building better enabling environments (1,2,3)	
Providing public goods and services (1,2)	
Having the belief that the private sector working alongside civil society will drive the future of development (1)	
Addressing food security, climate change, and environmental sustainability (1,2)	

Table 4. Frequency of the Emergence of Core Categories in Concepts

Core Category	Accountable Government	Observer Civil Society	Ethical Private Sector	Integrated And Non-Ideological Policy System	Responsible And Participatory Citizen	Management Competencies	Legitimate Environment	Economic Environment	Stability	Transparency	International Relations Management	Sustainable Environment	Technology And Innovation	Attractions Of Iran's Economy	Efficiency Of Macroeconomic Variables	Function Of Boundary Actors	Attitude And Eligibility Of Actors	Trust Building	Economic Diplomacy	Private Sector Parliament	Solution-Oriented Approach	Praxis	Total
Cognition and Consciousness	14	8	7	9	5	6	7	8	4	10	3	5	6	5	9	3	4	16	10	7	8	7	161
Assume Responsibility	18	15	7	12	5	4	5	6	5	10	4	4	6	2	9	4	4	19	6	8	5	6	164
Communication Management	10	16	7	9	2	4	6	6	4	10	5	5	5	5	7	6	2	14	10	10	7	5	155

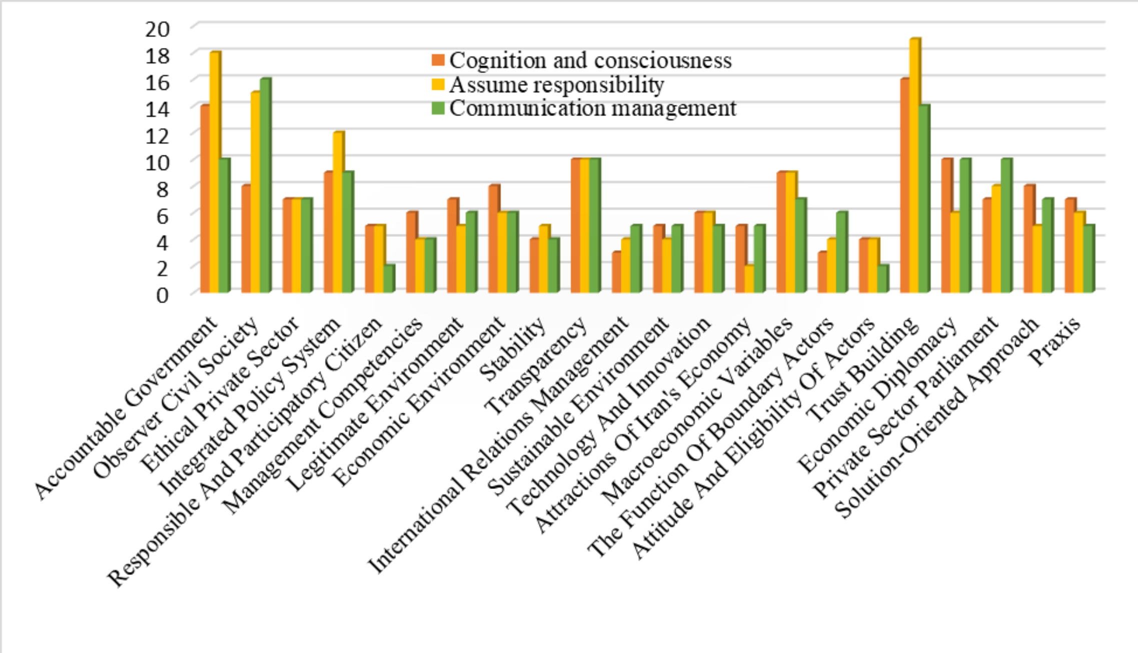


Figure 5. Frequency of the Emergence of Core Categories in Concepts

3.3. Research Quality and Rigor

As mentioned earlier, more than 208 initial codes were transformed into 22 concepts with a higher level of abstraction through the intermediate coding process, albeit under the domination of theoretical saturation[1]. The results were re-examined by the participants and scrutinized by non-participant informants and experts, including three faculty members, two boundary actors[2], and five practitioners of the private sector.

The story-line technique, promoted by Birks and Mills (2015), was used to facilitate the integration of the final theory. The heroes were cast in the roles of the following story through the process of documenting the reactions to the following questions: What is the story of the data, what do the data propose or utter, from whose point of view do these data come from, what may be represented collectively (Chun Tie et al., 2019), and how do the data contribute to a happy end?

3.3. 1. The Story of Acceptance Nexus

The causes, contexts, contingencies, consequences, and conditions of acceptance nexus[3] were outlined through the interplay between the essential grounded theory processes using elicited and/or extant data. The agent circles of A, O, and E are needed to rotate around the intertwined components of the nexus located inside the central circle to shape up the acceptance nexus nicely (Figure 6).

Subject to focused codes, in the structure in which responsible and participatory citizens are encouraged to be aware of the claims, convergent and constructive demanding through

1. O'Reilly and Parker (2013, p:192) state that "The notion of saturation does not refer to the point at which no new ideas emerge, but rather means that the categories are fully accounted for, the variability between them is explained, and the relationships between them have been tested and validated so that a theory can emerge."
2. It has been recently theorized by Farasatkhah (2019), and refers to those who have a dual nature. On the one hand, they are related the government, and on the other, to the institutions of society. Moving between the bureau of the state and the porch of the society, they seek to ensure the interests of both sides.
3. According to Longman Dictionary (2009), nexus is a connection or network of connections between a number of people, things, or ideas.

created awareness by civil institutions, along with employing an integrated and non-ideological policy system by the accountable government, as well in an eco-friendly sustainable context in which the ownership right is supported, the economic causes[1] would receive a boost from political and economic stability at a high level of transparency.

To put it in a nutshell, as illustrated in Table 4, "assuming responsibility" with the highest frequency (164), along with the other two core categories, i.e., "cognition and consciousness" and "communication management" with the frequencies of 161 and 155, respectively, make the tripolar[2] into urging the legitimacy, support, participation, and communication forward since it takes three to acceptance. In a sense, it implies a respect for Giddens' words that agency[3], at the center of sociological and behavioral concern, involves a notion of practical consciousness.[4] Another way to explain this concept is by what Giddens calls the "reflexive monitoring of actions." Monitoring is an essential characteristic of the agency. Agents subsequently rationalize or appraise the success of efforts. All humans engage in this process and expect the same from others. Agents produce structures through action and transform them through reflexive monitoring and rationalization. Agents must be motivated and knowledgeable and rationalize the action to act. In fact, an agent can act or influence the outside world or resist such intervention. Thus, we[5] can act once we become aware, and then, the change will occur.

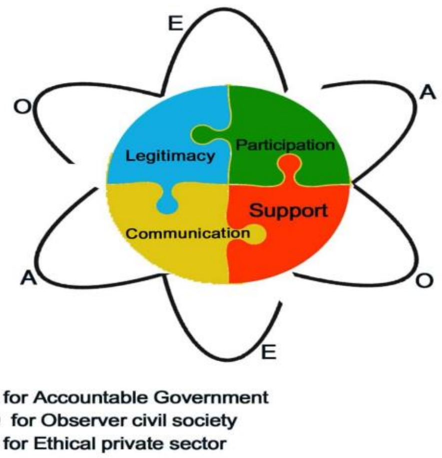


Figure 6. Acceptance Nexus

4. Discussion

Our objective in this research was to find the determining factors of private sector acceptance by focusing on "public acceptance." However, early on in the process, the researchers found that the selected phrase might not cover the goal of the study up. Therefore, the "acceptance nexus" was inspired by a scientific lecture.[6] As considered, the acceptance nexus can be practically defined as an approach for evaluating, developing, and implementing policies that simultaneously emphasizes inter-related concepts, i.e., legitimacy, participation, support, and communication, which are essentially one thing. These concepts form a "whole" that

1. And low absorption capacity as of their main causes (Dini Torkamani, 2019)
2. "Tripolar" indicates an accountable government, an observer civil society, and an ethical private sector.
3. Agency, as Giddens calls it, is a human action. To be human is to be an agent (not all agents are human). Agency is critical to both the reproduction and the transformation of society (Giddens, 1991).
4. As indicated in Table 4, out of 22 concepts, "cognition and consciousness" has received the highest frequency in 14 focused codes.
5. Corresponding to A, O, and E themselves, and all beneficiaries
6. Delivered by Fazeli (2019)

reinforces and gives weight to one another or weakens and depletes the semantic burden through interactions.

The study of Estrin and Pelletier (2018) proposes the government's role in affording a better regulatory and institutional framework. Similarly, we developed the focused code "accountable government," as the running factor against obstacles since we believe that striving for acceptance to be benefited from consonance (also called social conformity[1]), and accountability is not just a proposal or management fashion, but rather a prerequisite for promoting economic programs and fulfilling the shared interests of society. As presented in Table 4, the accountable government, the integrated and non-ideological policy system, stability, transparency, and trust-building make substantial contributions (with the highest frequencies) towards the "assume responsibility" category, which all can be traced in inherent expectations of the state (i.e., government).

Although good governance is viewed as a critical factor in the political and economic functioning of nations, the features of the involved people have a profound impact on the quality of governance (Rindermann et al., 2015). Further, Friedl and Reichl (2016) demonstrated the acceptance matrix[2] through which "the expected behavior of a person is conditional on his/her valuation of the project and the nature of the reaction." Although the idea that people act with a selfish motive is not typically true (Sharpton et al., 2020), NIMBYism[3] is often attributed to selfish motives (Friedl & Reichl, 2016; Sharpton et al., 2020). In this regard, Simard (2018) added that "opposition is the rule rather than the exception. It takes different forms and comes from different groups. Social acceptance lies increasingly at the heart of such conflicts for public action" (Simard, 2018:1) . As such, to address the ill-luck of the private sector in achieving the expected functions, we argued that the "social character"[4] matters, i.e., while expecting the results of a Zeus[5] or an Apollo, we cannot behave in a Dionysus or a Poseidon manner. Therefore, civil society identifies the social character through the institutions of "boundary actors" and modifies it through efforts facilitated by the aforementioned pivotal categories to fulfill the shared interests and goals of the society. As reflected in Table 4, the "responsible and participatory citizen" is categorized as a focused code. Additionally, "communication management" received the highest frequency with the function of boundary actor, as well as eight other focused codes, which indicates its significant role in making social bonds.

According to Friedl and Reichl (2016), project planners and politicians should aim for transparent processes and respectful communications alongside the whole approval procedure since mistrust among stakeholders significantly hampers the progress of negotiations and participatory processes. Similarly, we discussed that the will and pragmatism of the tripolar, especially the state, in fighting against corruption, ensuring intellectual security, as well as inspiring[6] both intellectual and instrumental elites to find their voices towards philosophical convergence and integration will be among effective strategies in restoring public trust. Further, honoring investors[7], eliminating all subsidies, and allocating performance-based rent hinges on the provided illuminations by civil society play a significant role in trust-building. Consequently, the government is to step effectively to rehabilitate the public trust by having a

1. Social conformity is a class of social influence that causes an individual to alter his/her own attitudes and beliefs towards those of the group (Sowden et al., 2018).
2. See Zoellner et al. (2008), Schweizer-Ries (2008), and Schweizer-Ries et al. (2010)
3. Not in My Back Yard: It is defined as people who might be in favor of technology or development, but who oppose this when it comes to their own localized personal area.
4. It is one of the initial codes that contributed to creating "the function of boundary actor" focused code.
5. See Carl Gustav Jung's "studies on archetypes."
6. Taken from the 8th habit by Stephen R. Covey
7. Both foreign and domestic

strong commitment to honesty in speech and transparency in behavior. As shown in Table 4, "assume responsibility" is embodied in trust-building with the frequency of 19, which is the highest frequency. Moreover, "transparency" is equally manifested in all core categories.

Although Wüstenhagen et al. (2007) and Wolsink (2012) emphasized that public acceptance, local acceptance, and social acceptance do not have equivalent meanings and cannot be employed interchangeably (Busse & Siebert, 2018), most studies on acceptance applied and conceptualized it through synonyms or frequently used words such as support, adoption, acceptability, involvement, attitude, and perception, (e.g., Fast et al., 2013; Hyland & Bertsch, 2018; McAndrew et al., 2018; Oghbaei Jazani et al., 2018; Shojaei et al., 2018; Zvěřinová et al., 2013) with the different public, local, community, and social types (e.g., Achillas et al., 2011; Chin et al., 2014; Hyland & Bertsch, 2018; Kataria, 2009; Kellner, 2019; Klinglmair et al., 2015; Liu et al., 2013; Petrova, 2016; Stigka et al., 2014; Sharpton et al., 2020; Tabi & Wüstenhagen, 2017; Williams, 2011, 2014; Zoellner et al., 2008). Differently, to make a thorough reflection of implications, as well as a suitable and sound identification of determining or influencing factors, with a notion to avoid the "extreme fragmentalism" (Neyestani, 2015, p. 17), we coined the concept of the "acceptance nexus" through the realization of cognition and consciousness, the accountability of all actors, and communications management, in a way in which acceptance makes sense.

5. Conclusions and Implications

Schnell (2013) postulates that "if no established theory generally exists, applying theories of related subject areas is often appropriate." This practice can also behold in the case of acceptance studies (Busse & Siebert, 2018: 240). However, to promote the explanatory power of the former theories and definitions, we argued that acceptance as an intersubjective and active concept evolved from an isolated and silent passive phenomenon over the years. The dynamic model of the research (Figure 6) also follows this evolutionary process since its components are flexible and adaptable to the context. Therefore, the idea of "non-generalizability of qualitative research results" will probably be challenged by designing such organic models.

Citizens/individuals are the main pillars of society (Sariolghalam, 2017). The actions of the above-mentioned agency can improve the quality of life and increase the possibility of living for all classes if any single member of society, as well as the sitting governments, assumes the responsibility of having a vivacious private sector. More significantly, this amount of suffering in defensive and resilient decision-making processes will not be experienced in such a social climate. Instead, adopting a conquering strategy, and in the words of Simon Kuper (2003) in football against the enemy, we can set realistic goals to be in the top ranks of the champions among the competitive leagues of development in the world utilizing all extant and available resources of production. The crux of the private sector is not new, however Will Durant, we cannot solve it by dealing with old solutions either.

5.1. Practical and Managerial Implications

Providing actions (practices) for the "agency" of government, civil society, and the private sector in the current institutional "structure," the findings of this study contribute to the current understanding of acceptance. Here are how the recommendations break down into managerial and practical implications.

Compliance: To better align with international standards, policymakers should opt for third-millennium diplomacy, i.e., economic diplomacy, through effective communications in realizing the reality of otherness. In doing so, we will benefit from the world order in the economy and stability of the region. The “solution-oriented approach” can address economic diplomacy by embracing the third alternatives[1], applying behavioral economics and “praxis” through reviewing processes, improving previous ineffective measures, and being program-oriented in decisions and actions.

State capacity: Government inefficiency or shadow government unwillingness to use the potential of macroeconomic variables such as taxes and exchange rates, adjust the volume of the oil economy, and avoid financial corruption caused by a multiple-exchange rate[2] urges the state towards assuming the responsibility of **state-ness**. in a state capacity.

Return the civil society to power: The private sector economy can feel safe and grow healthy in the face of the super economy of the oil (government) sector if the civil society[3] and its competitive mechanisms laid in it are in place. The realization of the potential of the “Government-Private Sector Dialogue Council,”[4] as an opportunity for more interactions between the governing bodies and the private sector, facilitates economic activity and rationalizes the size of the government and the development of the share of the private sector in the Iranian economy.

Innovate or die: The private sector in Iran suffers from the lack of innovation capabilities due to low technical capacity of the manufacturing industry in both domestic and international markets, which can be attributed to the low political capacity of the state in managing communications transnationally and internationally. Therefore, with the current position of a technology importer, a fundamental reform in (international) relations management and a green market-oriented production should be on the agenda.

Competence and eligibility: Based on the results of this study, management competencies in having both financial intelligence and positive attitudes, the eligibility of the private sector with its export-oriented production characteristics, and the mentality and ability to produce- not to trade only- diminish public resistance or social apathy caused by the lack of confidence or self-esteem, and frequent failures of the economic agents and stakeholders. More significantly, the private sector cannot ignore the importance of a sustainable business environment. Adopting eco-friendly business practices can reduce business expenses and increase profits.

5.2. Limitations and Future Studies

This study was limited in fulfilling the property of the categories or making them comparable to other economies due to access to almost no comprehensive nor up-to-date information bank or due statistics for the private sector. The next limitation concerned the tense schedule of some participants that led to the prolongation of data collection and procrastination in the research timeline, which could harm the novelty of the findings.

Future research could focus on other complementary measures such as exploratory factor analysis (EFA) to find a small set of underlying (latent) dimensions that explain the interrelationships among a larger set of observable (manifest) variables.

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1. Taken from the name of the book “The 3rd Alternative” by Stephen R. Covey
2. Source: Published Interview with Asgharzade
3. Or the institution of boundary actors as an alternative
4. It is one of the initial codes that contributed to creating “reinforcement of the private sector parliament” focused code.

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