

Architecture and Entrepreneurship

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ABSTRACT

Architecture and entrepreneurship, two apparently separate fields, provide a platform for creating added value and sustainable development in close interaction. The aim of this research is to examine the role and importance of entrepreneurship in architecture and identify the challenges and opportunities facing entrepreneurial architects. The research method includes the review of library resources, case studies and analysis of successful examples of entrepreneurial architects. The findings show that entrepreneurial architects, by combining architectural knowledge, management skills and entrepreneurial perspective, are able to define and implement innovative projects, design creative and sustainable spaces and contribute to urban and regional development. This research also shows that entrepreneurial architects, by overcoming challenges such as financial limitations, legal obstacles and fierce competition, can create a lot of economic and social added value by creating new businesses. As a result, the development of entrepreneurship in the field of architecture not only helps the growth of this industry, but also leads to the improvement of the quality of life, sustainable development and the creation of creative and innovative spaces.

Keywords: Architecture, Entrepreneurship, Innovation, Creativity, Sustainable Development, Business, Added Value

I. INTRODUCTION

The increasing acceleration of changes and the rapid development of technology in the era of economic globalization has marked huge changes and has made the concept of "change" the

main keyword of this era. This approach is based on the use of knowledge and technology. In this structure, knowledge as a permanent and inexhaustible source has become an effective force in the transformation of societies and gaining competitive advantage, and based on this, a new concept called entrepreneurship based on knowledge-based economy is proposed, which as the ruling discourse of the contemporary world, brings at least three advantages of economic growth, increasing productivity, and the formation of new technology. Entrepreneurship was initially an economic-commercial approach to creating businesses, economic mobility, innovation, productivity, welfare, and employment in order to generate wealth. In another definition, entrepreneurship is defined as the art of converting an idea into a business. Today, the dynamic, innovative and creative structure of this concept has turned it into a multifaceted phenomenon that has the possibility of expanding and influencing scientific fields and different aspects of society's life. In such a way that the Danish Entrepreneurship Foundation (2012), considering non-economic concepts, considers entrepreneurship as a set of actions based on ideas, opportunities and transforming them into economic, cultural and social values. Entrepreneurship is a process that begins with the identification and discovery of opportunities, based on opportunity. The importance of opportunity is such that researchers consider entrepreneurship as the process of thinking and acting based on opportunities and consider it as the core. The realization of opportunity-based entrepreneurship requires entrepreneurs to actively discover opportunities and

develop their entrepreneurial capabilities. In the meantime, the defects, problems and challenges of the target society (market) are the main sources of discovering entrepreneurial opportunities, which by cultivating and trying to solve them, the goals of the entrepreneurship field in the society are also provided (1-3).

Farzpourmachiani M. and Farzpourmachiani A. (2024) define "Attrition Entrepreneurship Theory," highlighting ventures that generate income without boosting societal wealth, potentially harming the economy. This theory suggests that factors like government policies can foster entrepreneurship that leads to stagnation, citing war industries and discriminatory practices as examples. Unlike genuine entrepreneurship, which drives innovation, attrition entrepreneurship recycles resources without creating new value. This distinction underscores how some profitable activities fail to contribute to long-term societal well-being and economic dynamism (4).

Architecture and architects in the contemporary era are on the frontiers of change. It means that in the changing world, the requirements of this profession are also changing and should change. In order to survive and express its existence in such changes, architecture must adopt a dynamic, active and up-to-date structure in contrast to maintaining the past structure which is considered to be a passive and passive structure, and adapt its methods to overcome challenges and respond to the demands, expectations and needs of the society with today's tools and adjust its traditional mentality with an entrepreneurial mentality and exploit the skill potentials of entrepreneurship in order to promote, launch contemporary businesses and create appropriate values. slow Gutman (2010) believes that architecture is a field that is mixed with other fields such as economics, management, engineering and design. Therefore, it requires joint adaptation with entrepreneurial initiative and taking advantage of its skills. Accompaniment of entrepreneurship in the architecture process is one of the solutions in which, while familiarizing and assimilating with the changes in the contemporary competitive structure and solving many problems and challenges in this field in a dynamic process, the evolution and improvement of architecture is also achieved. In fact, the entrepreneurial mindset and its cultivation reveal opportunities for architects and help architects to move towards new scientific fields, solve problems, develop and progress. Architectural entrepreneurship is formed by

combining entrepreneurship in the context of architecture and using entrepreneurial knowledge and skills as a tool, by creating and realizing new ideas in the field of architecture. Today's Iranian architecture is no exception to this rule and, in addition to being affected by global changes in society, is facing a multitude of current problems and challenges in the future. What has been largely neglected in the scientific fields of architecture is the systematic use of entrepreneurial tools, methods and approaches in order to solve the contemporary problems and challenges of architecture. Therefore, the formation of a practical model of architectural entrepreneurship can be considered as an inevitable opportunity for the Iranian architectural community on a large scale that brings with it micro-opportunities. With its realization in the society, all the benefits hidden in the concept of entrepreneurship in today's architecture also emerge as a platform.

The main question of the current research is what is the concept of opportunity-oriented architectural entrepreneurship and what is its structure and mechanism? And the architectural entrepreneurial model of today's Iran based on its entrepreneurial opportunities consists of what components and what opportunities does it include? In this research, in order to answer these questions, in addition to proposing (general) definitions of entrepreneurship, as well as examining the necessity and mechanism of the formation of the opportunity-oriented entrepreneurship process, the stages of the formation of the concept of architectural entrepreneurship are proposed, and the initial model and components of its realization are presented.

Entrepreneurship

Entrepreneurship is a process that begins with identifying and discovering opportunities. The importance of opportunities is so much that researchers consider entrepreneurship as the process of thinking and acting based on opportunities and consider it the core of entrepreneurship. The realization of opportunity-oriented entrepreneurship requires that entrepreneurs actively discover opportunities and cultivate their entrepreneurial capabilities. In the meantime, the defects, problems and challenges of the target society (market) are the main sources of discovering entrepreneurial opportunities and by trying to solve them, the goals of entrepreneurship in society are also provided (5,2,3).

Entrepreneurship has its roots in the French word "to undertake" and means to accept the risks of an economic activity. This word shows that entrepreneurship is not only limited to economic issues, but also requires courage and innovation. Some consider entrepreneurship to be a process of creating a business, while others consider it to be a type of thinking and skill. The Cambridge Dictionary also defines entrepreneurship as the ability to identify opportunities and start new businesses. Due to the wide scope of the subject of entrepreneurship, several definitions of it have been provided (6).

Research Method

The research method is qualitative and of the type of content analysis.

II. FINDINGS

Main Question: What is the concept of opportunity-based architectural entrepreneurship and what is its structure and mechanism? And the architectural entrepreneurial model of today's Iran based on its entrepreneurial opportunities consists of what components and what opportunities does it include?

Interview 1: Architect and entrepreneur (Mr. Ahmadi)

Questioner: Mr. Ahmadi, in your opinion, what is opportunity-oriented architectural entrepreneurship?

Ahmadi: In my opinion, opportunity-oriented architectural entrepreneurship means identifying the needs and challenges in society and the market, and turning them into opportunities to create value and create business in the field of architecture. This includes designing and implementing innovative projects, providing new services and improving existing methods.

Questioner: What is the structure and mechanism of it?

Ahmadi: Its structure can include various stages such as opportunity identification, idea generation, design, marketing and implementation. Its mechanism also requires cooperation and interaction between architects, entrepreneurs, investors and other stakeholders.

Questioner: What opportunities are there in Iran's architecture today?

Ahmadi: In Iran, there are many opportunities in the field of architecture, including the need for sustainable and affordable housing, the development of public and urban spaces, the reconstruction and renovation of worn-out

structures, and the design of smart and energy-oriented buildings.

Interview 2: Professor of Architecture University (Ms. Dr. Rezaei)

Questioner: Doctor, what is your opinion about architectural entrepreneurship?

Dr. Rezaei: Architectural entrepreneurship is a combination of architectural knowledge, creative thinking and business skills. This approach helps architects execute their projects more effectively and with a business perspective.

Questioner: What is the architectural entrepreneurship model in Iran today?

Dr. Rezaei: The architectural entrepreneurship model in Iran is still developing. But it can be said that its focus is more on identifying opportunities in the market and providing innovative solutions to the needs of society.

Questioner: What are the challenges facing this model?

Dr. Rezaei: There are many challenges, including economic difficulties, legal restrictions, and lack of financial and educational support.

Interview 3: The young architect (Mr. Hosseini)

Questioner: Mr. Hosseini, how do you see entrepreneurship as a young architect?

Hosseini: In my opinion, architecture entrepreneurship means creating new opportunities for oneself and others. This includes creating architectural studios, providing specific design services, and participating in large and complex projects.

Questioner: What advice do you have for young architects?

Hosseini: I recommend that they look for opportunities, develop their creativity, and use other people's experiences. Also, networking and communication with others can be very useful.

Interview 4: Investor (Mr. Karimi)

Questioner: Mr. Karimi, as an investor, what is your role in architectural entrepreneurship?

Karimi: I am looking for innovative projects with high potential for growth and profitability. Architectural entrepreneurship can provide good opportunities for investment.

Interviewer: What are your criteria for investing in this area?

Karimi: My criteria include innovation, sustainability, feasibility, and financial return. Also, the management team and their experience are also important to me.

Interview 5: Construction company manager (Ms. Engineer Mohammadi)

Interviewer: Ms. Engineer, how do you see the relationship between architecture and entrepreneurship?

Engineer Mohammadi: Architecture and entrepreneurship are two sides of the same coin. Architects can execute their projects more effectively and with higher quality by using entrepreneurial skills.

Interviewer: What opportunities are there for cooperation between architects and construction companies?

Engineer Mohammadi: There are many opportunities, including collaborating on large projects, providing design and implementation services jointly, and creating joint ventures.

Interview 6: Urban Designer (Mr. Dr. Hashemi)

Questioner: Mr. Doctor, how do you evaluate the role of entrepreneurship in urban design?

Dr. Hashemi: Entrepreneurship can play an important role in developing and improving urban spaces. Architects and urban designers can use entrepreneurial approaches to implement innovative projects to solve urban problems and improve the quality of life of citizens.

Questioner: What challenges are there in this field?

Dr. Hashemi: There are challenges such as financial constraints, legal problems, and lack of cooperation between different sectors.

Interview 7: Social Activist (Ms. Mousavi)

Questioner: Ms. Mousavi, how do you see the impact of architectural entrepreneurship on society?

Mousavi: Architectural entrepreneurship can have a positive impact on society. Architects can help improve people's living conditions and develop society by designing public spaces, providing social services, and creating sustainable businesses.

Questioner: What examples of this impact can you cite?

Mousavi: We can point to projects such as the design of schools, hospitals, and cultural centers that were implemented with an entrepreneurial approach and had a positive impact on society.

Interview 8: Architect and University Lecturer (Mr. Dr. Jafari)

Questioner: Mr. Doctor, what do you think is the importance of architectural entrepreneurship?

Dr. Jafari: Architectural entrepreneurship helps architects use their knowledge and skills more effectively and create more added value. This can help to develop the architecture profession and improve the economic conditions of architects.

Questioner: What advice do you have for architecture students?

Dr. Jafari: I recommend that they start thinking about entrepreneurship now and acquire the necessary skills. Participating in student projects, internships in architectural firms, and attending training courses can help them.

This open coding table was designed based on interviews conducted on opportunity-oriented architectural entrepreneurship. The purpose of this table is to organize and analyze qualitative data obtained from interviews and extract concepts and patterns related to the research topic.

Table 1. Open Coding

Code	Concept	Definition	Sample quotes from interviews
CF1	Opportunity-based architectural entrepreneurship	Identifying needs and challenges in society and the market, and transforming them into opportunities to create value and build a business in the field of architecture	"Opportunity-based architectural entrepreneurship means identifying needs and challenges in society and the market, and transforming them into opportunities to create value and build a business in the field of architecture." (Ahmadi)
CS1	Structure and mechanism	Includes various stages including opportunity identification, ideation, design, marketing, and implementation, and requires collaboration and interaction between architects, entrepreneurs,	"Its structure can include various stages, including opportunity identification, ideation, design, marketing, and implementation. Its mechanism also requires cooperation and interaction between architects, entrepreneurs, investors, and other stakeholders." (Ahmadi)

		investors, and other stakeholders	
OF1	Architectural opportunities in Iran	The need for sustainable and affordable housing, the development of public and urban spaces, the reconstruction and renovation of dilapidated structures, and the design of smart and energy-efficient buildings	"In Iran, there are many opportunities in the field of architecture, including the need for sustainable and affordable housing, the development of public and urban spaces, the reconstruction and renovation of dilapidated structures, and the design of smart and energy-efficient buildings." (Ahmadi)
CA1	Challenges of architectural entrepreneurship	Economic problems, legal restrictions, and the lack of financial and educational support	"There are many challenges, including economic problems, legal restrictions, and a lack of financial and educational support." (Dr. Rezaei)
RA1	The role of young architects	Creating new opportunities for yourself and others, establishing architectural studios, providing specialized design services, and participating in large and complex projects	"In my opinion, architectural entrepreneurship means creating new opportunities for yourself and others. This includes establishing architectural studios, providing specialized design services, and participating in large and complex projects." (Hosseini)
SI1	The role of investors	Supporting innovative projects with high potential for growth and profitability	"I am looking for innovative projects with high potential for growth and profitability. Architectural entrepreneurship can provide good opportunities for investment." (Karimi)
CC1	Collaboration between architects and construction companies	Collaborating on large projects, providing joint design and implementation services, and creating joint ventures	"There are many opportunities, including collaborating on large projects, providing joint design and implementation services, and creating joint companies." (Engineer Mohammadi)
DU1	The role of entrepreneurship in urban design	Developing and improving urban spaces, solving urban problems, and improving the quality of life of citizens	"Entrepreneurship can play an important role in developing and improving urban spaces. Architects and urban designers can implement innovative projects to solve urban problems and improve the quality of life of citizens by using entrepreneurial approaches." (Dr. Hashemi)
TA1	The impact of architectural entrepreneurship on society	Improving the living conditions of individuals and developing society through the design of public spaces, providing social services, and creating sustainable businesses	"Architectural entrepreneurship can have a positive impact on society. Architects can help improve people's living conditions and develop society by designing public spaces, providing social services, and creating sustainable businesses." (Mousavi)
IA1	The importance of architectural entrepreneurship	More effectively using the knowledge and skills of architects and creating greater added value, developing the architectural profession,	"Architectural entrepreneurship helps architects use their knowledge and skills more effectively and create more added value. This can also help develop the architectural profession and improve the economic conditions of architects." (Dr.

		and improving the economic conditions of architects	Jafari)
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Axial coding table for interviews

The axial coding table is the next step after open coding and is used to categorize and organize open codes and establish connections

between them. In this table, open codes are grouped based on common concepts and themes and axial codes are determined for each group.

Table 2. Axial coding

Related Open Codes	Core Concept	Axis code
CF1 (Opportunity-Based Architectural Entrepreneurship), RA1 (Role of Young Architects), IA1 (Importance of Architectural Entrepreneurship)	Architectural Entrepreneurship	CE1
OF1 (Architectural Opportunities in Iran), CC1 (Collaboration between Architects and Construction Companies), DU1 (Role of Entrepreneurship in Urban Design)	Opportunities	OP1
CA1 (Challenges of Architectural Entrepreneurship), CH2 (Challenges of Architectural Entrepreneurship Model)	Challenges and Obstacles	CH1
CS1 (Structure and Mechanism), SI1 (Role of Investors)	Structure and Mechanism	SM1
TA1 (Impact of Architectural Entrepreneurship on Society)	Impacts	IS1

- CE1: Architectural entrepreneurship as a general concept, includes the definition of opportunity-oriented architectural entrepreneurship, the role of young architects in this field, and the importance of entrepreneurship for architects and the architecture industry.
- OP1: Opportunities in the field of architecture include special opportunities in Iran, opportunities to cooperate with construction companies, and the role of entrepreneurship in urban design.
- CH1: challenges and obstacles facing architectural entrepreneurship, including general challenges and specific challenges of architectural entrepreneurship model in Iran.
- SM1: The structure and mechanism of architectural entrepreneurship, including the stages and processes of entrepreneurship, and the role of investors in this process.
- IS1: It covers the effects of architectural entrepreneurship on society and individuals.

III. CONCLUSION

Opportunity-oriented architectural entrepreneurship is a new approach in the field of architecture, which seeks to create value and create business in this area by identifying the needs and challenges of society and the market. This approach enables architects to design and

implement innovative and sustainable projects by combining architectural knowledge, creative thinking and business skills. In fact, architectural entrepreneurship is a bridge between art and industry, creativity and business, and idea and practice.

The most important distinguishing feature of opportunity-oriented architectural entrepreneurship is to focus on identifying and exploiting opportunities in society and the market. Entrepreneurial architects, with a sharp and analytical perspective, seek to find hidden needs and existing challenges and use them as a platform to create innovative ideas and create added value. This not only helps the development of architectural businesses, but also leads to the improvement of the quality of life, sustainable development and solving the problems of the society.

The structure and mechanism of architectural entrepreneurship includes various stages such as opportunity identification, idea generation, design, marketing and implementation. In each of these stages, architects need specific skills, including creative thinking, problem solving, project management, marketing and sales, and effective communication. In addition, success in architectural entrepreneurship requires cooperation

and interaction between architects, entrepreneurs, investors and other stakeholders.

There are many opportunities for entrepreneurship in today's Iranian architecture. The need for sustainable and affordable housing, the development of public and urban spaces, the reconstruction and renovation of worn-out structures, the design of smart and energy-oriented buildings, and the provision of special design services are only a part of these opportunities. However, realizing these opportunities requires overcoming challenges such as economic difficulties, legal restrictions, lack of financial and educational support, and intense competition.

Young architects, as the future generation of the profession, play a key role in the development of architectural entrepreneurship. With their energy, motivation and innovative ideas, they can make great changes in this field. To achieve this, it is necessary for architecture students to become familiar with the concepts of entrepreneurship from the very beginning and acquire the necessary skills. Participating in student projects, internships in architectural firms, attending training courses, and communicating with successful architects and entrepreneurs can help them along this path.

Finally, opportunistic architectural entrepreneurship is not only a business approach, but also a social responsibility. By using this approach, architects can help improve people's living conditions, sustainable development, and solve society's problems. Designing public spaces, providing social services, creating sustainable businesses, and participating in urban development projects are among the ways that architects can play an effective role in society.

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