

Entrepreneurship and Architecture

Ahmad Rahmanzad Masouleh¹, Mehdi Farzpourmachiani²,
Mehrdad Fojlaley³, Snjezana Baroness Rajacic⁴

¹PhD. in Entrepreneurship, Technofest Institute of Technology University (TITU), Erquelinnes, Belgium

²Academician of the European Academy of Sciences, Assistant Professor in entrepreneurship, department of entrepreneurship, Technofest Institute of Technology University (TITU), Erquelinnes, Belgium

³Academician of the European Academy of Sciences, Professor in entrepreneurship, department of entrepreneurship,

Technofest Institute of Technology University (TITU), Erquelinnes, Belgium

⁴Academician & President of the European Academy of Sciences, Professor in entrepreneurship, department of entrepreneurship, Technofest Institute of Technology University (TITU), Erquelinnes, Belgium

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ABSTRACT

Entrepreneurship in the field of architecture, beyond the design and construction of buildings, means creating new and innovative values in the construction industry and the built environment. This article aims to examine the close relationship between entrepreneurship and architecture, analyzing key concepts, challenges, and opportunities in this field. First, the concepts of entrepreneurship and architecture are defined and explained separately and in relation to each other. Then, by reviewing the existing literature, different types of entrepreneurs in architecture are identified, including social, technological and cultural entrepreneurship. In the following, the challenges in the entrepreneurship path in architecture, such as investment limitations, intense competition, and rapid technological changes, are examined. Finally, the opportunities in this field are presented, including the use of new technologies, attention to the needs of society and the environment, and the creation of innovative businesses. By providing a comprehensive conceptual framework, this article can serve as a guide for researchers, architects, and entrepreneurs interested in this field.

Keywords: Entrepreneurship, Architecture, Innovation, Technology, Built Environment, Innovative Businesses, Challenges, Opportunities.

I. INTRODUCTION

In a fast-paced and competitive world, entrepreneurship has emerged as a vital necessity for the economic development of countries. As mentioned by Enzebati and Valipour, large global companies have also turned to entrepreneurs to solve their challenges. Hadizadeh Moghadam,

Mehr, and Hosseini also believe that economic development is tied to the development of entrepreneurship.

The amazing speed of technological progress and the globalization of the economy have led the world to extensive changes. In this dynamic age, change is raised as the main keyword and knowledge and technology play a central role as powerful resources.

Knowledge, as a valuable and unlimited asset, is the driving force of social changes and competitive advantage. Accordingly, the concept of entrepreneurship has been formed based on the knowledge-based economy. Entrepreneurship, as the dominant discourse of the present age, brings many benefits, including economic growth, increased productivity, and the emergence of new technologies.

In the traditional view, entrepreneurship was considered as an economic-commercial approach to create business, economic mobility, innovation, productivity, welfare and employment. Also, entrepreneurship was interpreted as the art of turning an idea into a business. However, today, entrepreneurship has become a multifaceted phenomenon that is influential beyond the economic sphere in various aspects of social life. The Danish Entrepreneurship Foundation considers entrepreneurship as a set of actions based on ideas, opportunities and transforming them into economic, cultural and social values (1).

Feizbakhsh and Taghiyari have considered entrepreneurship as a serious economic, social and political necessity for Iran. Rapid environmental changes and fierce competition between companies, as stated by Hosseini and Marei, have made the need for innovation and entrepreneurship

inevitable for the survival of organizations. Hadizadeh has also emphasized the importance of new and creative ideas in organizational life.

Architecture and architects are facing extensive changes in today's dynamic world. The requirements of this profession are constantly changing, and architects must adapt to these changes in order to survive and succeed. In order to respond to the ever-increasing needs of society, architecture must move away from traditional and passive structures and move towards a dynamic approach and move actively. Architects should use new tools and update their knowledge to identify challenges and provide innovative solutions. Also, replacing the traditional mentality with entrepreneurial thinking can help to improve the architectural profession and create innovative businesses.

Gottman believes that architecture is intertwined with various fields such as economics, management, and engineering, and for this reason, it is essential to combine it with entrepreneurship. Entrepreneurship in architecture, while adapting to market changes, helps to solve existing problems and improve the quality of architecture. Entrepreneurial thinking provides new opportunities for architects and enables them to enter unknown areas and solve problems.

Architectural entrepreneurship, by combining the principles of entrepreneurship in the field of architecture and using entrepreneurial knowledge and skills, helps to create and realize new ideas in this field. The architectural community of Iran is no exception to this rule and faces many challenges. The use of entrepreneurial tools and methods to solve these challenges has not been sufficiently considered. Therefore, creating a functional model of architectural entrepreneurship can be considered as a valuable opportunity for the Iranian architectural community. This model can help to create smaller opportunities and finally realize all the benefits of entrepreneurship in architecture.

Considering these cases, the question is raised, why architecture graduates, who are inherently creative and dreamers, are less inclined towards entrepreneurship? As Bitar and Bina have pointed out, people with architectural skills have a high potential for entrepreneurship. Qayyumi Bidandi has also pointed out the interaction between architecture and different fields, including entrepreneurship.

Theoretical foundations

Entrepreneurship is a process that begins with the identification and discovery of opportunities. The importance of opportunities is such that researchers consider entrepreneurship to be the process of thinking and acting based on opportunities and consider it the core of entrepreneurship. The realization of opportunity-based entrepreneurship requires that entrepreneurs actively explore opportunities and cultivate their entrepreneurial capabilities. Meanwhile, 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 the entrepreneurship field in the society are also provided (2-4).

"Entrepreneurship is rooted in the French word "commitment" and means accepting the risks of an economic activity. This word shows that entrepreneurship is not limited to economic issues, but also requires courage and innovation. Some consider entrepreneurship as a process to create a business. While others consider it a kind 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.

Entrepreneurial dimensions are effective factors that affect the formation and continuation of the entrepreneurial process. These dimensions are divided into two main categories: inner and outer. Internal dimensions include economic, managerial, innovation, characteristics of the individual or entrepreneurial group, and the knowledge and expertise required. On the other hand, the entrepreneurial environment, as an external dimension, plays an important role in the formation of new businesses. This environment includes environmental factors and requirements that provide a suitable platform for the growth and development of entrepreneurship.

Method

The current study method is a library and a systematic review of articles and books.

II. FINDINGS

Entrepreneurship is a process based on risk acceptance and commitment to create a new business. The main goal of entrepreneurship is the economic development of society through identifying opportunities and creating jobs. This process requires a deep understanding of the

environment, improving people's mentality and taking advantage of diverse knowledge and skills. Entrepreneurs identify and evaluate existing opportunities by using specific personality traits such as creativity, leadership, and risk-taking. These individuals, relying on soft and hard skills,

solve problems and challenges in society and contribute to economic and social development. In other words, entrepreneurship is a process that starts with identifying opportunities and leads to results such as creating innovative businesses and economic development.

Table 1. Definitions of Entrepreneurship

The definition	References
considers innovation as the criterion and considers the work of the entrepreneur as creative destruction.	Casson (1982)
Entrepreneurship is considered as the main factor in creating investment opportunities.	Lavanya Latha & Murthy (2009)
The source, process, and situation in which positive market opportunities are used to create and grow new business enterprises.	Thomas Gries (2011)
The will of a company to create new business through innovation is the management and challenging spirit of the company.	Song (2014)
Entrepreneurship is creating value through innovation.	Drucker (2014)
New economic or social activity that changes the behavior of the market and its goal is the efficiency and effectiveness of the system's resources.	Davidson (2015)
It is the result of the interaction of people's characteristics with environmental events and influences decisions in entrepreneurial activities.	Stam (2015)
Entrepreneurs are proactive in their actions and innovative in ways that create value in the local culture.	Lidow (2022)

"Entrepreneurship, as a driving engine for change and transformation in societies, plays an important role in sustainable development. The main goal of entrepreneurship is to create new and innovative businesses that help produce valuable products and services and improve the living standards of people. As a result of this process positive consequences such as economic growth, employment creation, technology development and strengthening the spirit of innovation in society are observed (5).

Entrepreneurs identify the needs and challenges of society and offer innovative solutions to improve conditions. In other words, entrepreneurship is considered as a response to economic, social and environmental problems. The results and benefits of entrepreneurship can be seen in various dimensions, including economic, social, cultural and environmental. These benefits include wealth generation, poverty reduction, technology expansion, job creation, strengthening the entrepreneurial spirit, and the development of specialized knowledge. In short, entrepreneurship is a process that contributes to sustainable development and improving people's quality of life by creating new businesses. This process helps the

economic and social growth of societies by identifying opportunities and turning them into successful businesses."

III. CONCLUSION

Entrepreneurship and architecture, at first glance, may seem like two completely separate fields. But upon closer inspection, one can find deep connections between the two disciplines. Entrepreneurship is the process of creating new ideas, converting them into business and creating value. On the other hand, architecture is the art and science of designing physical spaces. Both these disciplines emphasize creativity, innovation and problem solving.

One of the most important factors in common between entrepreneurship and architecture is the emphasis on creativity and innovation. Architects help to solve society's problems by creating new and functional spaces. Likewise, entrepreneurs improve people's lives by providing innovative products and services. Both groups need creative thinking and the ability to generate innovative ideas to succeed.

There are many skills that are needed in both entrepreneurship and architecture. Some of these skills include:

Problem Solving: Both architects and entrepreneurs must be able to identify complex problems and come up with creative solutions.

Design Thinking: This skill helps people to design and develop products, services or spaces with a human-centered and systemic approach.

Project management: The ability to manage complex and multi-faceted projects is essential for both architects and entrepreneurs.

Effective communication: Effective communication with customers, colleagues and other stakeholders is critical to success in both areas.

Entrepreneurship in the field of architecture means creating innovative businesses in this industry. Entrepreneurial architects can help transform this industry by offering new services, innovative products, or different business models. Some of the examples of entrepreneurship in architecture include:

Designing sustainable buildings: Due to the importance of environmental issues, the design of sustainable and energy-efficient buildings has become an important opportunity for entrepreneurs.

Use of new technologies: The use of new technologies such as 3D printing, virtual reality and artificial intelligence in the design and construction of buildings creates new opportunities for entrepreneurs.

Creating service-based businesses: Providing consulting services, interior design, and construction project management are among the entrepreneurial opportunities in the field of architecture.

Architecture can be a powerful tool for entrepreneurs. For example, designing creative and inspiring workspaces can help increase productivity and innovation in businesses. Also, designing attractive and functional public spaces can help to revitalize urban areas and create dynamic communities.

The future of entrepreneurship and architecture is intertwined. As technology advances

and society's needs change, new opportunities for collaboration between architects and entrepreneurs will emerge. In the future, we will see the emergence of smart cities, automated buildings and flexible workspaces, in which both architects and entrepreneurs will play an important role in their design and construction.

Entrepreneurship and architecture are two fields that are deeply related. Both majors emphasize creativity, innovation, and problem solving and share many common skills. Entrepreneurship in the field of architecture can help the transformation of this industry, and architecture can be used as a powerful tool for entrepreneurs. The future of entrepreneurship and architecture is intertwined, and collaboration between these two disciplines will lead to smarter, more sustainable, and more attractive cities.

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