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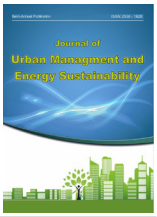

ORIGINAL RESEARCH PAPER

# Presenting the conceptual model of the entrepreneurial city with emphasis on the components of the creative city

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ABSTRACT

Today, urban entrepreneurship is considered as a basic approach for the development of the participation of the private sector and public institutions and non-governmental organizations, and it will be a basis for strengthening the private sector. Reviewing the definitions of various researchers on the subject of the entrepreneurial city, show that this concept is not only an economic environment designed for entrepreneurs, but also a complex and multidimensional ecosystem that includes cooperation between institutions, social innovation, and adapting to global challenges. The main objective of the research is to present a conceptual model for the entrepreneurial city based on the components of the creative city. This research is a qualitative research in terms of method, an applied research in terms of purpose, and a descriptive-analytical research in terms of nature. The conceptual model presented in two parts of creative city and entrepreneurial city components and including 4 main sub-components of multi-level creative governance, business environment, economic diversity and dynamism and creativity and socio-cultural coexistence was created. Entrepreneurial cities, relying on appropriate infrastructure, facilitating laws, entrepreneurial culture, and access to financial and human resources, strive to become innovation hubs and economic growth engines. This process faces many challenges and obstacles in various dimensions, including economic, social, cultural, legal and managerial. By accurately identifying and analyzing these obstacles, it is possible to provide appropriate solutions to overcome them and provide the basis for the development of entrepreneurial cities.

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## INTRODUCTION

Today, the urbanization of the world and the increase in the population of cities is a global and increasing problem (OECD, 2020). According to this trend, today cities are facing various issues and challenges such as increasing urban poverty, increasing environmental pollution, decreasing resources, increasing fossil fuel consumption, decreasing the quality of urban life, climate changes, increasing urban density, increasing unemployment, etc. (Asdourian et al., 2024; Khan et al., 2019). The entrepreneurial city was first proposed along with the emergence of global cities, the theories of urban marketing and urban growth in the 1970s and especially in the 1980s, and at first it had more of an economic meaning (Rizvandi and Mehjuri, 2019). Subsequently, in the 1990s, with the emergence of the network society, the space of trends and discussions such as competitive advantages, creative city, sustainable development and livable city evolved, and non-economic discussions also entered it. In this period, the competition of cities and urban entrepreneurship tools became more developed in the form of tools such as branding, attention to the social and competitive identity of cities, the idea of an ecological city on par with the economic city, and urban prosperity (Babaei Hazejan et al., 2017). Urban entrepreneurship is considered as a basic approach for the development of the participation of the private sector, cooperatives and public institutions, especially non-governmental organizations, and is considered a basis for strengthening the private sector and providing the necessary infrastructure for this sector. In fact, urban entrepreneurship as a measure to improve urban welfare in the public and private spheres and cooperation with people, which aims to create suitable solutions to solve urban problems between the public and private sectors (Tavassoli et al., 2021). From this point of view, the entrepreneurial city is an integrated system consisting of various components, in which each component is carefully designed and predicted and works correctly (Delangiz et al., 2019).

The examination of various researches indicates that various factors are effective on urban entrepreneurship and the development of entrepreneurial cities, among which the constructive components of creative cities are considered to be the most important (Sujatmiko et al., 2022; Lee et al., 2016; Durmaz, 2015). The idea of a creative city is a new and interesting topic for planners in the field of urban studies and especially urban management, and it emphasizes on improving the quality of life by being in competition between the urban center and the age of globalization. Thus, today, a city that can creatively use the talent of collective cooperation in order to provide more services will be successful (Montalto et al., 2022); Therefore, an entrepreneurial city in terms of values and policies can develop entrepreneurship in the city by using the components of a creative city such as intellectual and social capital, urban creativity, identifying, evaluating and exploiting urban opportunities, and in addition to solving urban problems, it can also cause the restoration of urban structures and the growth and prosperity of small and medium-sized businesses in cities (Sojatmiko et al., 2022). In fact, creative cities are considered as centers of technology, creativity and turning ideas into wealth. Since idea and innovation are the primary competitive elements in the field of globalization; The existence of a creative city is the dream of all nationalities (Pour Ahmad, 1395). In this way, creative cities and its included components can be considered as a tool to realize entrepreneurial cities that can help cities in the process of wealth creation, job creation, increasing job opportunities, growth and prosperity of local micro businesses (Aranha et al., 2017). Qazvin city, as the capital of Qazvin province, has enjoyed a high population growth during the last decades. Thus, during 1335-95, the population of this city has increased from 66,420 to 402,748 (Iran Statistics Center, 1395). In this way, affected by the increasing trend of urbanization, this city today faces many challenges in different

social, economic, environmental and institutional dimensions, such as lack of job opportunities, increase in urban poverty, expansion of areas suffering from urban decline, increase in unemployment, decline in urban living quality, increase in environmental pollution, climate changes, lack of public transportation, heavy traffic, congestion of cars and waste of time of citizens in urban traffic, lack of leisure spaces, lack of parks and urban green spaces, problems It is related to local small businesses and so on, that all these issues in practice have led to a decline in the quality of life of the citizens of Qazvin city, which is considered as the central goal of the urban management of this city. On the other hand, in the era of globalization and urban competitiveness, where cities are known as centers of wealth generation and population concentration, their management and control have also become difficult, and it is felt that cities, instead of being managed by top-down organizations, should move through a process of self-control and, over time, the management of city affairs should be handed over to citizens. This is an issue that has not been given importance not only in Qazvin but also in cities across the country, and the management of Qazvin's urban affairs is carried out by its urban management from top to bottom, which has resulted in low effectiveness of urban management measures and distrust of city citizens towards the efficiency of Qazvin's urban management. However, due to its location on the east-west and south-north routes of the country, its proximity to the cities of Tehran and Karaj, its presence in several industrial parks, and its appropriate educational and scientific facilities, including several public and private universities such as Imam Khomeini International University, Qazvin University of Medical Sciences, and Islamic Azad University-Barajin, the city of Qazvin enjoys a favorable position and competitive advantage in Iran in terms of attracting foreign and domestic investments, tourism, knowledge-based companies, economically active enterprises, creative and innovative classes, skilled and creative forces, etc.

In recent years, concepts such as entrepreneurial and creative cities have been recognized as the key to solving various urban problems such as unemployment, economic insecurity, immigration, etc. From this point of view, researchers have more or less begun to conduct research related to these concepts. Nevertheless, according to the researches conducted in connection with the entrepreneurial city, urban entrepreneurship and creative city, it can be said that the distinction of the present research in comparison with other researches is its thematic and spatial nature. In fact, the lack of scientific research on this topic at the country level and its lack at the world level, as well as the lack of such research in the city of Qazvin, can place this title among the first researches, and from this point of view, this research has innovation. Thus, in such circumstances, the realization of the entrepreneurial city of Qazvin can provide a suitable platform for the city and its citizens to advance urban development goals and solve various social and economic issues and problems, which will result in an increase in the quality of life of the citizens of this city; But it should be acknowledged that the success of Qazvin city in today's competitive environment requires elements of creativity and innovation, i.e. creativity in providing services, creativity in work production, etc. In fact, the application of creative city components such as innovation, creativity, technology, etc. can be fruitful in the realization of Qazvin entrepreneur city; therefore, drawing a suitable roadmap for realizing the entrepreneurial city of Qazvin in the context of the creative city components can lead to socio-economic dynamism, increased job opportunities, urban branding, increased urban innovation and creativity, growth and prosperity of local small businesses, etc. With these interpretations, the purpose of the present study is to develop a suitable model for realizing the entrepreneurial city of Qazvin with a focus on the creative city components.

## MATERIALS AND METHODS

*Research background*

Urban entrepreneurship as a concept and field of research has gradually emerged since the middle of the 20th century, but in recent decades, more attention has been paid to it in particular (Peng and Zhou, 2024). It can be said that in the early 20th century, discussions about entrepreneurship were mainly focused on economic growth and the development of traditional businesses, and with the growth of urbanization and changes in the social structure, the need for a better understanding of the role of entrepreneurship in urban development was felt. Thus, in the 1980s, due to the increasing economic problems in cities, including unemployment and inequality, attention to entrepreneurship increased as a way to solve these problems. At this time, the concept of social entrepreneurship was especially noticed in some urban communities. In the 1990s, new definitions and approaches to urban entrepreneurship were formed, and researchers specifically emphasized the positive effects of entrepreneurship in improving living conditions in resistant and vulnerable urban areas. As a result, from 2000 onwards, with increasing attention to sustainable development and smart societies, urban entrepreneurship was considered as a key concept. In this decade, this concept included social, economic and environmental innovations that helped improve the quality of life in cities (Iftikhar et al., 2020). Thus, urban entrepreneurship is a key concept in sustainable urban development that helps create a dynamic and creative environment and can lead to positive developments in local communities. Considering the complexity and challenges in the urban space, urban entrepreneurship plays an important role in shaping the sustainable future of cities (Bashir Khodaparasti et al., 2012). It should be acknowledged that today urban entrepreneurship is very important due to its positive effects in various dimensions, and the reasons for the importance of entrepreneurship at the city level include the following (Zhao et al., 2023; Sun and Yu, 2023; Dana et al., 2022; Munz and Cohen, 2016):

- Helping the economic and inclusive social development of urban areas in the light of creating job opportunities, income, value creation for poor and marginalized urban areas.
- Promote the livability and sustainability of cities by improving the quality and access to urban services such as transport, housing, energy, health, education and waste management.
- Strengthen civic participation and empower urban citizens by enabling them to participate and collaborate in providing urban solutions.
- Promote the resilience and adaptability of cities by enabling them to cope with and respond to urban shocks and stresses such as climate change, natural disasters, pandemics and social unrest.

Therefore, urban entrepreneurship not only contributes to economic growth and development, but also leads to strengthening communities, improving the quality of life and creating a stable platform for development in cities. This process can benefit all stakeholders, including residents, businesses and governments. From this point of view, today, strengthening urban entrepreneurship and creating a suitable platform for its development is one of the tools of economic progress of countries, especially developing countries. On the other hand, creating a platform for entrepreneurship in its various aspects can also be of strategic importance in the management performance system of the public sector and trustee organizations in urban management. Meanwhile, at the city level, entrepreneurship is considered one of the essential keys to economic development and income generation. In fact, cities, as centers of knowledge and specific products, are considered places that facilitate creative and innovative thinking and create valuable opportunities for entrepreneurship and employment (Rezaei et al., 2021). Entrepreneurial city is a concept that is recognized as an important part of the literature of entre-

preneurship and economic development (Inacio Jr. et al., 2024). It should be acknowledged that this concept was first concretely proposed in the late 1990s and early 2000s by Richard Florida in her famous book called The Rise of the Creative Class.

Entrepreneurial city is a multi-dimensional concept related to economic, social, technological and political categories and defined in different fields such as sustainability, urban studies and entrepreneurship (Berger and Blanka, 2024). This assumption seeks to create a favorable environment for entrepreneurship and innovation that will contribute to the growth and sustainable development of cities (Lee et al., 2023). In fact, an entrepreneurial city refers to a city in which the necessary conditions and platforms are provided to support entrepreneurial and innovative activities (Dana et al., 2022). More specifically, this concept refers to a place where entrepreneurs and start-ups can easily form, grow, and flourish (McGuirk et al., 2021). Also, the entrepreneurial city acts as a space where entrepreneurs can easily operationalize their ideas and innovations and face the real challenges and needs of society (Mitra et al., 2023). Thus, the entrepreneurial city as a dynamic ecosystem is an environment that simultaneously affects the development of entrepreneurship, employment creation and improvement of the quality of life (Gonçalves et al., 2024). As mentioned, this concept is multifaceted and has been defined in different aspects in recent years.

Nabatin-nejad et al. (2024) in a research entitled "Evaluation of cultural entrepreneurship components based on creative tourism industries" proposed that environmental rethinking, tourism innovation and technology, creative tourism network and capital management respectively have the highest factor loads. In the environmental rethinking dimension, creative city development also has the highest factor loading.

Hajizadeh Maimandi and Malja (2024) in a study titled "Gradual Decline: Narrative Study of Bankrupt Entrepreneurs in Yazd City" acknowledged that business decline is not a sudden phenomenon that occurs in business. This process is started from the beginning when the work in the context is disproportionate to the main need and it leads to failure due to various internal and external factors. Salavarzizadeh et al. (2023) in a research entitled "Investigation and analysis of the factors affecting the spatial organization of the entrepreneurial city, a case study: Ilam city" found that the independent component of information and communication technology had the greatest impact and the factor of the urban infrastructure environment had the least impact on the spatial organization of urban entrepreneurship. Also, the components of natural urban environment, administrative organization, socio-cultural environment of the city, quality of education and educational centers have had a significant impact on the spatial organization of Ilam city. In the meantime, the components of the economic environment of the city and the laws, regulations and policies of entrepreneurship have not had a significant impact on the spatial organization of the city of Ilam. Amir Ahmadi et al. (2023) in a research entitled "Development of entrepreneurial strategies through pathology of urban socio-economic development processes (case study of Mashhad city)" reached the conclusion that entrepreneurial development strategies in Mashhad city are close to aggressive strategies. Among the aggressive strategies, these things have been more important: using the opinions of experts and entrepreneurs in urban decisions, strengthening civil institutions and trade unions, focusing on tourism entrepreneurial activities to exploit existing resources and attractions in order to earn money and create jobs. (2023) in a study titled "Analysis of Effective Factors in the Development of a Creative City (Case Study: Shiraz City)" stated that the economic factor is the first priority, the cultural-social factor is the second priority, the physical-ecological factor is the third priority, and the organizational-management factor

is the fourth priority in the development of a creative city in Shiraz city. In the meantime, the economic factor is the most important factor and the area from Hafeziyah to Saadiyeh has the highest spatial priority. Melamirzaei and Sajjadzadeh (2023) in a research entitled "A systematic analysis of the creative city literature and identification of its components and indicators" proposed that in the social and cultural dimension, there are indicators such as: cultural tourism, social capital, cultural-social diversity, and in the economic dimension, indicators such as: economic tourism, urban entrepreneurship, innovation and creative industries, and in the institutional dimension of governance, there are also indicators such as: creative governance, integrated management, people's participation and in the dimension Environmental indicators such as: urban green network, climate and weather quality, and finally, in the physical-spatial dimension, paying attention to the physical identity and architecture and native urbanism and urban regeneration and branding are among the most important indicators in urban development from the perspective of the creative city. Sayadi et al. (2022) in a study titled "The Realization Rate of Sustainable Creative City in Tehran Metropolis" have utilized creative methods and patterns in the economic, social, cultural, environmental and construction fields that are effective in the sustainable creative development of Tehran Metropolis, which can be a start in the field of sustainable creative city. Verkianipour et al. (2022) in a study titled "Presenting a Model of Economic Factors Affecting the Development of Urban Entrepreneurship (Case Study: Gorgan City)", have identified seven main categories including social tolerance, social role-taking, social visualization, social sensitivity, social regulation, local identification and knowledge clarification, and then, based on the research findings, have presented solutions in the form of empowerment and social flow in order to realize urban entrepreneurship development strategies in the social context of Gorgan City. Nedai Toosi and Jahanbakhsh Javid (2020) in a study titled "Evaluation and Status Measurement of Tehran Metropolitan Area from the Perspective of Creative City Principles" showed that Tehran does not have a favorable status in global rankings. In the twelve components examined in the subjective assessment through interviews with target groups, it was determined that the components of institutional and structural capital, entrepreneurship and investment, and smart infrastructure have a score below 40 percent. The components of human capital, creative capital, and competitiveness are also components that have obtained a score above average in subjective assessments. The achievement of this research, by identifying the shortcomings of Tehran, can be a roadmap for planning Tehran metropolitan area from the perspective of creative city principles. In a study titled "Internet of Things-Based Entrepreneurial City: A New Model of Urban Governance for Achieving Economic Sustainability," Ain-e-Ghadat et al. (2024) pointed out that with the development of Internet of Things infrastructure, the conditions for the creation of an entrepreneurial city are created and its formation process is accelerated, ultimately leading to economic sustainability. It was also found that the conditions for the development of urban entrepreneurship based on the Internet of Things in the metropolis in question are not favorable. In a study titled "Comprehensive and Multifaceted Perspectives on Sustainability, Urban Studies, and Entrepreneurship," Berger and Blanca (2024) examined the interrelationships between sustainability, urban studies, and entrepreneurship, and emphasized the importance of a comprehensive approach to understanding these areas. In this study, the need to create innovative strategies that align urban development with sustainable practices while strengthening entrepreneurial opportunities has been pointed out. Sujatmiko et al. (2022) in a study titled "The Impact of Digital Entrepreneurship on Creative Cities during the COVID-19 Pandemic" acknowledged that entrepreneurs,

the entrepreneurial process, and ecosystems have a significant impact on creative cities. Overall, the conditions of digital entrepreneurship have a significant impact on supporting the creative city of Bandung. Xie et al. (2020) in a study titled "Urban Entrepreneurship and Sustainable Development: A Comparative Analysis of China's Environmental Developments" found that the formulation and implementation of urban sustainable development projects in China are subject to various extra-local political-economic contexts and local characteristics, and urban governance and the coordination of vertical and horizontal organizational relationships between different fields underlie the urban entrepreneurship planning system in China, which has led to various types of urban entrepreneurship at the level of Chinese cities in different fields. Florida et al. (2020) in their study titled "The City as a Startup Machine: The Infrastructure of Modern Urban Entrepreneurship" concluded that the city is considered a single organizing platform for entrepreneurial activity that brings together talent, knowledge, capital and other assets needed for its realization. Also, Penko et al. (2019) in their study titled "Entrepreneurship and Cities in a Knowledge-Based Perspective: Evidence from the European Union" showed that the social and cultural environment significantly improved entrepreneurship in European Union cities, more than other factors typically associated with economic development.

Munz and Cohen (2016) in their study titled "The Making of the Urban Entrepreneur" found that urban entrepreneurs – operating at the neighborhood, city and global levels – are developing alternative forms of private-public-people partnerships and unique business strategies.

As mentioned, regarding the subject of the present study, it should be acknowledged that no academic research has been conducted on it at the national level so far, and basically these two topics (entrepreneurial city/creative city) have been raised separately. Also, the lack of Latin studies related to this subject is evidence of this claim.

*Methodology*

The present study was conducted in order to develop a suitable model for the realization of the entrepreneurial city of Qazvin, focusing on the components of the creative city. This study is classified as a qualitative research in terms of method, an applied research in terms of purpose, and a descriptive-analytical research in terms of nature. In this study, a qualitative method was used to create a conceptual framework. The method of collecting information in this study is the library method. Fig. 1 shows the diagram of the research method.

## DISCUSSION AND FINDINGS

A review of the definitions of the entrepreneurial city by various researchers shows that this concept is not only understood as an economic environment specifically designed for entrepreneurs, but also as a complex and multidimensional ecosystem that includes cooperation between institutions, social innovation, and adaptation to global challenges. Thus, considering these definitions, the key concepts of the entrepreneurial city can be presented based on the researchers' perspective as shown in Tab. 1.

A review of the definitions of different researchers on the creative city shows different dimensions of creativity and its role in urban development, and includes an emphasis on cooperation between different institutions, attracting creative talents, and paying attention to local culture. Thus, considering these definitions, the key concepts of the creative city can be presented based on the researchers' perspective as shown in Tab. 2.

An entrepreneurial city is a city that provides an environment, infrastructure, and effective policies for the creation and development of start-ups and entrepreneurship (Gonzalez et al., 2024). It should be acknowledged that the formation of entrepreneurial cities is related to accelerated decision-making processes in urban planning, which leads to significant changes in

*The conceptual model of the entrepreneurial city*

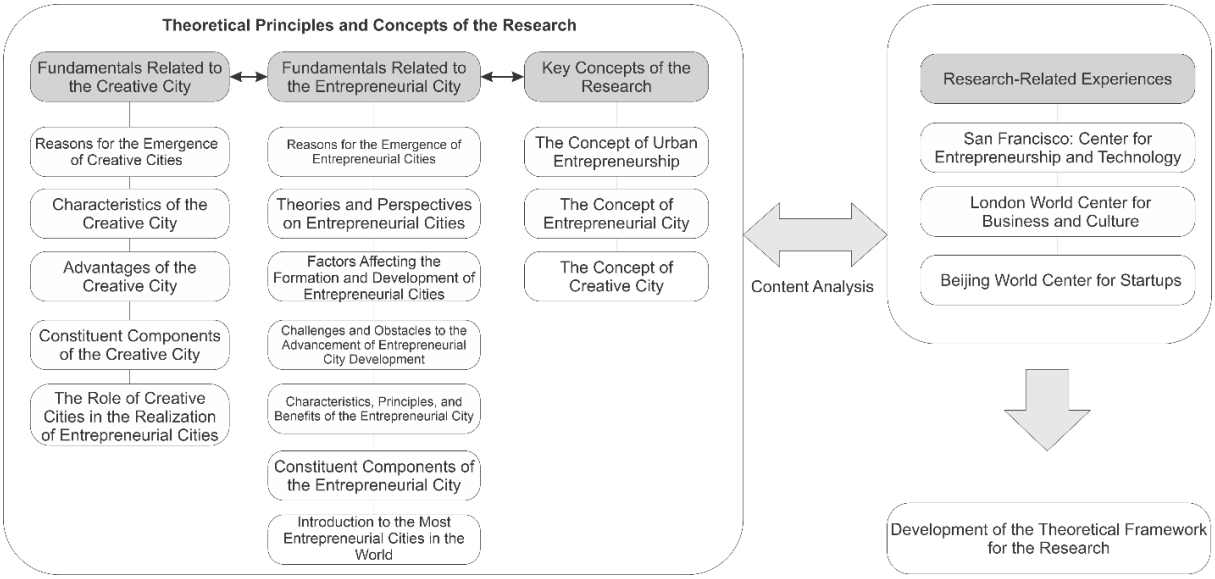


Figure 1: Research Methodology Diagram

Table 1: Key concepts of the entrepreneurial city from the perspectives of various researchers

| Researchers | Key concepts | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Innovation and creativity | Entrepreneurship culture and development | Collaboration and social networking | Access to financial and social resources | Economic and social sustainability | Technology infrastructure | Startups | Well-being and quality of life | Institutional supports |
| Esposito et al. (2025) | ✓ | ✓ | ✓ | ✓ | - | ✓ | - | ✓ | ✓ |
| Huggins et al. (2024) | ✓ | ✓ | ✓ | - | - | - | - | - | ✓ |
| Gonzalos et al. (2024) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Khurana and Dutta (2024) | ✓ | ✓ | - | - | ✓ | ✓ | - | ✓ | - |
| Inacio Jr. et al. (2024) | ✓ | ✓ | - | - | ✓ | - | ✓ | - | - |
| Berger and Blanca (2024) | ✓ | ✓ | ✓ | - | ✓ | - | ✓ | - | ✓ |
| Dussard and Schrok (2023) | ✓ | ✓ | ✓ | - | ✓ | - | - | ✓ | ✓ |
| Mitra et al. (2023) | ✓ | ✓ | - | ✓ | - | ✓ | - | - | ✓ |
| Lee et al. (2023) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | - | - | ✓ |
| Dana et al. (2022) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Adretsh et al. (2021) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | - | ✓ |
| McGuirk et al. (2021) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Table 2: Key concepts of the creative city from the perspectives of various researchers

| Researchers | Key concepts | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Creativity and Innovation | Creative Class | Cultural Diversity | Creative Economy | Cultural and Artistic Resources | Spatial Attractiveness | Technology | Collaboration and Networking | Social and Economic Development | Quality of Life |
| Bass (2024) | ✓ | ✓ | ✓ | - | ✓ | ✓ | - | ✓ | ✓ | ✓ |
| Fitrah et al. (2024) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | - | - | ✓ | ✓ |
| Casalles-Alsina (2024) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | - | ✓ | ✓ |
| Bassaraba (2023) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | - | ✓ | ✓ | ✓ |
| Arcos-Pomarola et al. (2023) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | - | ✓ | ✓ | ✓ |
| Kacherauskas (2023) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Yang et al. (2023) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | - | ✓ | ✓ |
| Warrero et al. (2022) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | - | - | ✓ | ✓ |
| Jinliao et al. (2022) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | - |
| Segoya and Herve (2022) | ✓ | - | ✓ | - | ✓ | ✓ | - | ✓ | ✓ | - |
| Elsail et al. (2022) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Wahba and Chun (2022) | ✓ | - | ✓ | ✓ | ✓ | ✓ | - | - | - | ✓ |
| Pouya et al. (2021) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | - | ✓ | - |
| Bell and Orozco (2021) | ✓ | - | ✓ | ✓ | ✓ | ✓ | - | ✓ | ✓ | - |
| Matovic (2020) | ✓ | - | ✓ | ✓ | ✓ | ✓ | - | ✓ | - | - |
| Pourbagheri et al. (1402) | ✓ | ✓ | ✓ | - | ✓ | ✓ | ✓ | - | - | ✓ |
| Yari Hesar and Mohammadi (1402) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | - | - | ✓ | - |
| Zamani (1400) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | - | - | ✓ | - |
| Amini et al. (1400) | ✓ | - | - | - | ✓ | ✓ | - | - | - | - |
| Pourahmad (1395) | ✓ | - | - | ✓ | - | ✓ | ✓ | - | - | - |

various aspects of cities. Thus, in the realization of these cities, various factors are influential, with many studies focusing on the dimensions and components of an entrepreneurial city and identifying factors such as start-ups, universities, human capital, investment, and consulting networks, all of which play an important role in the formation of entrepreneurial cities.

From this perspective, the formation of an entrepreneurial city depends on a complex interaction of economic, social, cultural, and political factors. The improvement and development of each of these factors can ultimately help strengthen entrepreneurial activities and economic growth at the city level. With these interpretations, Tab. 3 details the factors affecting the formation and development of entrepreneurial cities.

Thus, the formation of entrepreneurial cities is the result of a complex interaction of different factors. Cities, depending on their characteristics and social and economic systems, may combine

Table 3: Factors affecting the formation and development of the entrepreneurial city

| Factors | Description |
|---|---|
| Information and technology infrastructure | Strong information and technology infrastructure, including high-speed internet and access to new technologies, can help improve entrepreneurial processes. In today's digital world, entrepreneurs need easy access to information resources, online tools, and global markets. |
| Entrepreneurship culture | An entrepreneurial culture is one of the most important factors in shaping an entrepreneurial city. This culture should include encouraging innovation, taking risks, and embracing failure. Communities that value entrepreneurship create a supportive environment for entrepreneurs through education, networking events, and public discourse. |
| Access to financial resources | Financing is one of the biggest challenges for entrepreneurs. An entrepreneurial city must provide a variety of financial resources, such as bank loans, private equity, and venture capital, from the moment a business starts to the more advanced stages. This access can be facilitated by creating capital centers, sponsors, and mentoring programs. |
| Access to skilled labor | A key factor in the growth of entrepreneurship is the availability of a skilled and trained workforce. The presence of universities and higher education institutions that offer entrepreneurship and technical skills courses can help meet the needs of the labor market. Technical and vocational training can also help increase the specific skills of entrepreneurs and employees in integrating with new technologies. |
| Support for innovation and research and development | Encouraging and supporting research and development activities can pave the way for innovation in businesses. Establishing research centers, innovation labs, and encouraging collaborations between universities and industry can help stimulate new ideas and develop IT-based products. |
| Networking and social interactions | Strong networks of entrepreneurs, investors, and experts can help exchange information and experiences, introduce collaboration opportunities, and attract resources. Organizing entrepreneurship-related events and establishing entrepreneurship associations and hubs can strengthen communication. |
| Education and skills development | Education systems should provide the necessary knowledge and skills for future entrepreneurs. Practical training, internships, and entrepreneurship courses can help shape the entrepreneurial elite and promote creative thinking among young people. |
| Social support | The existence of social support networks such as accelerators and innovation centers not only helps entrepreneurs in the early stages, but can also facilitate strategic advice and access to valuable resources. These centers help entrepreneurs analyze market needs and acquire the skills necessary to succeed in business competition. |
| Economic diversification | Diversification in economic areas can make a city more sustainable and resilient. A city with different industrial, service, and agricultural sectors can create more opportunities for entrepreneurs and allow them to switch to other sectors in times of crisis in one sector. |
| Consumer market and economic opportunities | The existence of a dynamic and diverse market is another factor affecting the realization of an entrepreneurial city. Entrepreneurs must be able to easily market their products and services and have sufficient demand for their innovations. |
| Access to global markets | An entrepreneurial city should be able to easily access national and international markets. This can be done through trade agreements, efficient transportation systems, and appropriate logistics infrastructure. Encouraging exports and facilitating imports can provide new opportunities for entrepreneurs. |
| Transportation infrastructure | Transportation infrastructure plays a vital role in the formation and success of an entrepreneurial city. This infrastructure helps facilitate the movement of people and goods and can have a significant impact on economic growth and entrepreneurship. |
| Urban management and physical space | Proper urban management and the creation of suitable spaces for entrepreneurial activities are also crucial factors. Shared workspaces, easy access to resources, and the creation of technology zones (such as technology parks) can help attract entrepreneurs and facilitate their activities. |
| Environmental protection | In today's world, attention to the environment and sustainable development has become one of the key issues. Implementing environmental policies and supporting green businesses not only helps conserve resources, but also increases a city's attractiveness to entrepreneurs and investors. This can lead to the adoption of sustainable business models that are beneficial to the city's society and economy in the long run. |
| Government support and policy-making | Supporting entrepreneurship at the government level means creating policies and support programs for entrepreneurs. This means facilitating registration processes, providing financial facilities, consulting, and creating tax incentives for start-ups. |

(Source: Author's content analysis based on Inacio Jr. et al., 2025; Khurana and Dutta, 2024; Ain al-Quddat et al., 2024; Qian et al., 2024; Zhang and Zhu, 2024; Siqueira et al., 2023; Dionisio et al., 2023; Jiang et al., 2023)

these factors in very different ways. Ultimately, an integrated and comprehensive approach to the management and development of these factors can lead to the formation of cities with a sustainable and successful entrepreneurial ecosystem.

An entrepreneurial city is a concept that goes beyond a purely commercial or industrial city; it is rather a dynamic and integrated ecosystem in which innovation, creativity and risk-taking are recognized as core values and permeate all aspects of the city. These types of cities are formed with the aim of attracting, nurturing and supporting entrepreneurs and start-up businesses and strive to provide them with the conditions for growth and prosperity by creating a favorable environment. Thus, the characteristics of an entrepreneurial city cover various dimensions and include economic, social, cultural, legal and infrastructural aspects (Esposito et al., 2025).

These features are designed to provide an attractive and conducive environment for entrepreneurs and help them navigate the challenging journey of starting and growing their businesses. These features include easy access to finance, strong networks, a vibrant entrepreneurial culture, enabling laws and regulations, good infrastructure, and a high quality of life (Huggins et al., 2024; Lee et al., 2023). Each of these features plays an important role in attracting and retaining entrepreneurs and creating a successful entrepreneurial ecosystem. Tab. 5 lists some of the most important of these features.

In this way, the entrepreneur city is a complex and multifaceted ecosystem that requires careful planning and management. By creating a favorable environment and supporting entrepreneurs, the entrepreneurial city can become the driving engine of economic growth and innovation and bring many benefits to its residents. From the point of view of many researchers and experts, diversity and inclusiveness, human creativity, quality of life, social and cultural capital, creative class, human capital, support for entrepreneurship, creative economy, investment in human education, technology and innovation, branding, sustainability, creative infrastructures, creative spaces, access to resources, creative governance, supportive policies, communication and cooperation are among the most important building blocks of creative cities. Based on this and based on the analysis of various sources and researches on the subject, the components of the entrepreneurial city can be mentioned with an emphasis on the components of the creative city according to Fig. 2.

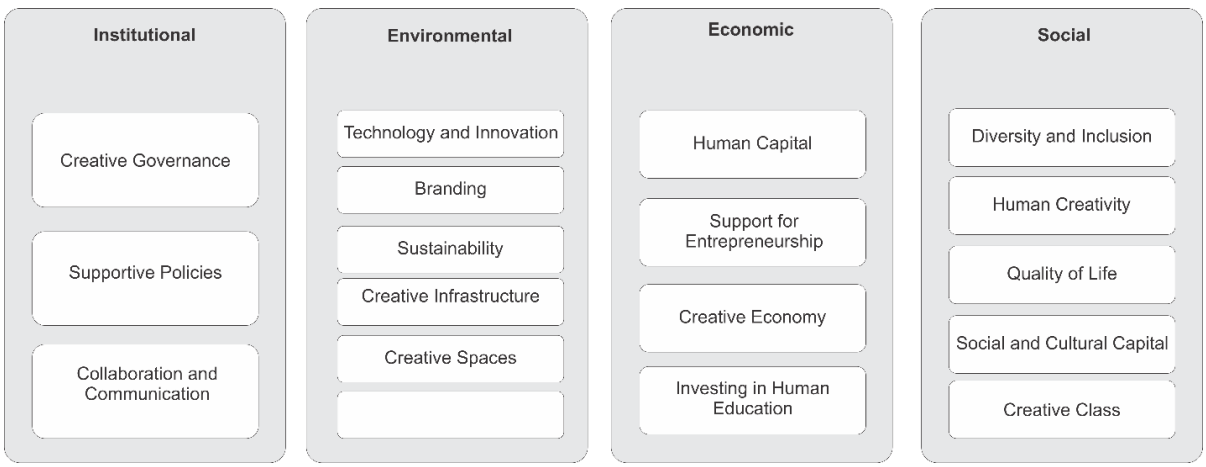


Figure 2: Components of a Creative City (Source: Author's content analysis)

Table 4: Characteristics of the Entrepreneurial City

| Dimensions | Characteristics | Description |
|---|---|---|
| Socio-cultural | Entrepreneurial culture | An Entrepreneurial City has a strong entrepreneurial culture where innovation, creativity, risk-taking, and perseverance are recognized as important values, and individuals are encouraged to start new businesses. |
| | strong networks | Entrepreneurs need strong communication networks to succeed. By creating shared workspaces, networking events, and other opportunities, Entrepreneurial City helps entrepreneurs connect with each other and with other actors in the entrepreneurial ecosystem. |
| | skilled workforce | An Entrepreneurial City has a specific mechanism for training and attracting skilled and efficient human resources through technical and vocational training, universities, and research centers. |
| | diversity and inclusion | By providing equal opportunities for all people, regardless of gender, race, and ethnicity, Entrepreneurial City welcomes new ideas and different perspectives and is inclusive. |
| | high quality of life | An Entrepreneurial City provides a high quality of life for its residents by providing quality services in various fields, including education, health, transportation, culture, and the arts. This attracts and retains entrepreneurs and professionals. |
| Economic | economic diversity | Instead of relying on one or a few specific industries, an entrepreneurial city has a high degree of economic diversity and welcomes the presence of different businesses in different fields. This diversity reduces economic risks and creates new opportunities for entrepreneurs. |
| | access to finance | Entrepreneurs need financial resources to start and develop their businesses. An entrepreneurial city supports entrepreneurs by providing easy access to investors, venture capital funds, banking facilities, and other financial resources. |
| | support for innovation and creativity | An entrepreneurial city values innovation and creativity and strives to encourage entrepreneurs to create new products and services by designing appropriate spaces. These cities also provide companies and startups with the necessary facilities and resources to launch and grow. |
| | adequate infrastructure | The presence of appropriate infrastructure, including shared workspaces, high-speed internet, and innovation centers, helps entrepreneurs operate at the lowest cost and with the greatest efficiency. |
| | knowledge and technology transfer | An entrepreneurial city helps commercialize innovative ideas by creating mechanisms for transferring knowledge and technology from universities and research centers to the private sector. |
| | dynamic labor market | By attracting experts and skilled labor, an entrepreneurial city creates a dynamic labor market that allows entrepreneurs to easily attract the labor they need. |
| Environmental | commitment to sustainability | An entrepreneurial city is committed to environmental sustainability and has policies and programs to reduce pollution, save energy and natural resources, and promote renewable energies on its agenda. |
| | awareness and education | Increasing public awareness and education about environmental issues and encouraging citizens to participate in environmental protection programs are important features of entrepreneurial cities. |
| | clean climate | In an entrepreneurial city, great efforts are made to preserve and improve air quality by reducing industrial pollution, promoting the use of clean energy, and managing water resources. |
| | sustainable transportation | An entrepreneurial city can create a sustainable and efficient transportation system that helps reduce air pollution, reduce traffic, improve public health, and increase the quality of life. |
| | green innovation | Supporting innovative businesses operating in the fields of clean technologies, renewable energy and waste management. |
| | waste management | The Entrepreneur City has an efficient and modern waste management system that includes proper collection, recycling and disposal of waste. Promoting waste reduction and the use of recycled materials is also of great importance in this city. |

| Dimensions | Characteristics | Description |
|---|---|---|
| Institutional | enabling laws and regulations | The Entrepreneur City has laws and regulations that facilitate the process of starting and running a business and reduce administrative barriers. |
| | government support | Local government plays an important role in the development of the Entrepreneur City. The government supports entrepreneurs by providing tax incentives, administrative facilities and other support. |
| | participatory management. | The development of the Entrepreneur City requires the cooperation and participation of all stakeholders, including the government, the private sector, universities and civil society. By establishing participatory management mechanisms, the Entrepreneur City ensures the participation of all stakeholders in decision-making and planning. |

(Source: Author's content analysis based on Esposito et al., 2025; Khurana and Dutta, 2024; Huggins et al., 2024; Lee et al., 2023; Dana et al., 2022; Adretsh et al., 2021)

Nowadays, entrepreneurial cities have been proposed as a response to the economic, social and environmental needs of societies. From this point of view, these cities have been able to play an important role in the formation of modern societies by creating a suitable platform for entrepreneurship, innovation and economic development. Nevertheless, it should be acknowledged that the background of the emergence of entrepreneurial cities is directly related to the multifaceted developments that have been taking place in the world and have had deeper effects on the economy and society. As a result, their output led to the introduction of the concept of entrepreneurial cities in the late 1990s and early 2000s.

Thus, the entrepreneurial city as a concept refers to a city where the necessary infrastructure and supporting ecosystems are formed and operate to promote entrepreneurship, innovation and business development. This city is known not only as a physical place, but also as a social, economic and cultural environment for the creation and growth of new ideas and sustainable businesses in order to create sustainable development and improve the quality of life of citizens through increasing economic and social opportunities. In the meantime, creative cities can play an important role in realizing entrepreneurial cities by creating a stimulating environment for innovation. Based on the studies conducted on various sources, the conceptual model of the entrepreneurial city with emphasis on the components of the creative city can be presented as Fig. 3.

## RESULT AND CONCLUSION

Concepts such as creativity and innovation, creative class, cultural diversity, creative economy, cultural and artistic resources, spatial attraction, technology and technology, cooperation and networking, social and economic development, and quality of life are among the initial alphabets of the concept of a creative city. As a result, it can be said that creative city as a new and dynamic space is an environment in which creativity and innovation are the axis of social and economic development. With the presence of the creative class including artists, designers, entrepreneurs, and other creative people, these cities care about the richness of their cultural diversity and make the best use of the existing cultural and artistic resources. Also, in these cities, creative economy as a key element provides job and economic opportunities through activities based on creativity and innovation, and spaces are designed in such a way that their spatial attractiveness helps to enhance the life experience of citizens. In addition, the use of technology and technology in creative and economic processes helps to facilitate innovation and improve the quality of life, and cooperation and networking among various institutions, including the government, universities, the private sector, and society, make

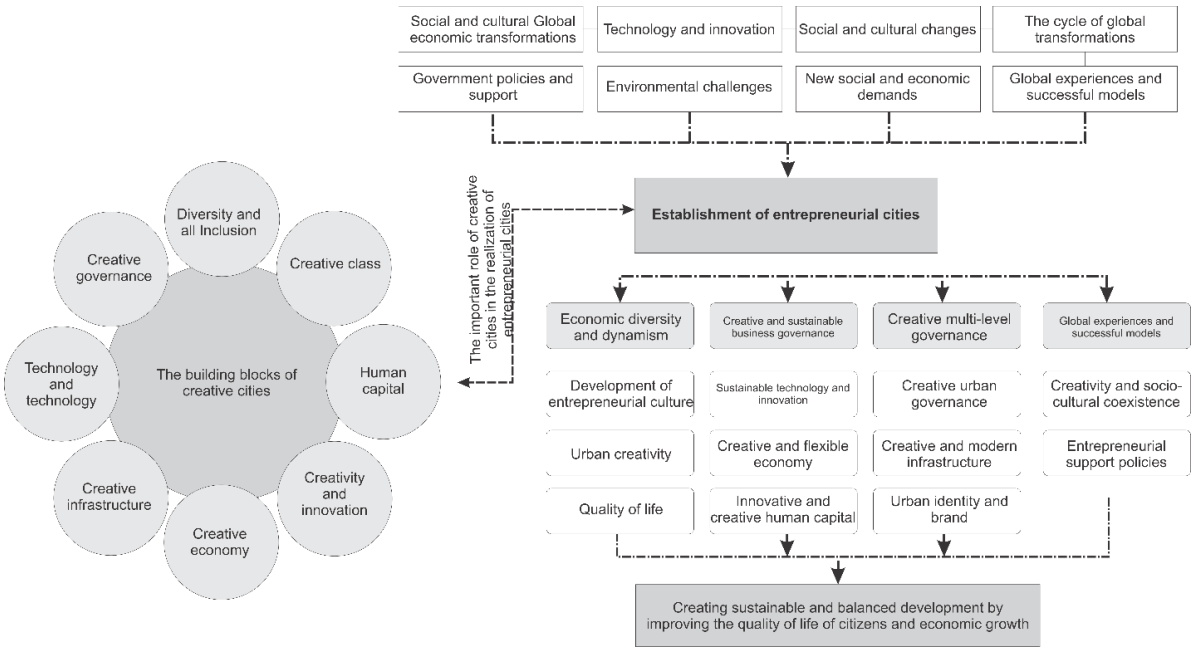


Figure 3: Conceptual model of the entrepreneurial city with emphasis on the components of the creative city

it possible to create a supportive ecosystem for creative ideas. Finally, the goal of the creative city is sustainable social and economic development and increasing the quality of life of the residents so that they can live in an inspiring and prosperous environment. In today's world, the concept of creative cities and entrepreneurial cities are known as two key elements in sustainable development and innovation (Aranha et al., 2017). Creative cities, emphasizing cultural, artistic and social diversity, provide a suitable space for the flourishing of creativity and innovation. These cities are famous for their cultural attractions, artistic activities and rich social networks, and they are usually the main points of exchange of ideas and experiences in different fields (Connelly, 2025; Bass, 2024). On the other hand, entrepreneurial cities focus on creating strong economic and business platforms. These cities contribute to economic development and improve the quality of life of their residents by relying on job creation, innovation and new technologies. In fact, entrepreneurship as a driving engine in the urban economy can lead to the creation of effective diversity and dynamism in the economic and social structure of cities (Inacio Jr. et al., 2025; Flugel et al., 2025; Kian et al., 2024). To discuss the topic, the experiences related to this research have been analyzed, including San Francisco: Center for Entrepreneurship and Technology, London: Global Center for Business, Culture and Politics, and Beijing: Global Center for Startups.

*San Francisco: Center for Entrepreneurship and Technology*

San Francisco, located in California, is one of the most prominent cities in the United States and the world. The city is known for its rich culture, social diversity and popularity as a center of technology and innovation. As a strategic port on the west coast of the United States, San Francisco has a long history of trade and immigration, and is now known as a hub for startups and high-tech companies. In fact, the city is famous not only for its beautiful sights, including the Golden Gate Bridge and Alsatian Island, but also

for its unique culture and social diversity. Since the 1960s, San Francisco has become a center for innovation, social liberties, and human rights, and this creative culture has also manifested itself in the fields of technology and entrepreneurship (Tula et al., 2024; Chattergoon and Kerr, 2022). As a creative and entrepreneurial city, San Francisco has become a successful model in the technology industry, with a combination of a culture of innovation, access to investment, and a strong educational and social infrastructure. These features not only help start-up businesses grow, but also create a healthy and sustainable ecosystem for entrepreneurship and innovation.

*London: A global center for business and culture*

London, the capital of England and one of the largest and most populated cities in the world, with an area of about 1,500 square kilometers and a population of about 8.9 million people, is known as a global center for business, culture and political activities. With a rich history dating back more than two thousand years, this city is considered as a crossroads for different cultures, languages and nationalities. Historical and cultural attractions, including the Tower of London, Buckingham Palace, the Natural History Museum and the National Gallery, have made the city world-renowned. Also, this city has become an ideal place to live and work with advanced infrastructure facilities, a complete network of public transportation and easy access to quality education (Nakamura, 2020). As a global financial and business center, London has provided an attractive environment for entrepreneurs in various fields including technology, financial services and creative industries.

*Beijing: A global hub for startups*

Beijing, the capital of the People's Republic of China, is one of the largest and most important cities in this country and the world, with a population of more than 21 million people, and is known as the cultural, political and educational center of China. Dating back more than 3,000 years, this historic city is home to many historical and cultural attractions, including the Great Wall of China, Tiananmen Square, and the Forbidden City. Beijing is also known as an important economic and trade center with more than 2500 large national and international companies. Over the past few decades, the city has rapidly become one of the leading centers for startups and fledgling businesses due to economic growth and technological innovation (Liu and Dong, 2025). As a world-class entrepreneurship center, Beijing allows entrepreneurs to turn their innovative ideas into reality and achieve significant success in various business fields. With a combination of unique features, including a supportive business environment, access to capital, a strong innovation ecosystem, and a culture of creativity and innovation, the city is recognized as one of the most successful entrepreneurial cities globally. Also, the advanced infrastructure, the presence of large companies, and the supportive policies of the Chinese government have all helped strengthen this entrepreneurial ecosystem and created new opportunities for young entrepreneurs.

In fact, entrepreneurial cities are based on the building blocks of creative cities, such as creativity and socio-cultural coexistence (with emphasis on diversity and inclusiveness, urban creativity and quality of life), economic diversity and dynamism (with emphasis on the development of entrepreneurial culture, creative and flexible economy and innovative and creative human capital), creative and sustainable business environment (with emphasis on sustainable technology and innovation, access to creative and innovative infrastructures and urban identity and brand) and creative multi-level governance (with emphasis on creative urban governance and entrepreneurship support policies) can help create a sustainable and balanced development that improves the quality of life of residents and leads to overall economic growth. The development of the entrepreneurial city is an emerging concept in the field of urban planning and economic development, which seeks to create a dynamic, innovative and

competitive environment to attract and nurture entrepreneurs and start-up businesses. Relying on appropriate infrastructure, facilitating laws, entrepreneurial culture and access to financial and human resources, these types of cities try to become innovation hubs and drivers of economic growth. Despite the many benefits that the development of the entrepreneurial city can bring, this process also faces many challenges and obstacles. These challenges can appear in various dimensions, including economic, social, cultural, legal and managerial, and prevent the full realization of the development goals of the entrepreneurial city. For example, lack of financial resources, resistance to change, administrative bureaucracy, incompatibility of laws and regulations with the needs of start-up businesses, and lack of entrepreneurial culture are among the obstacles that can hinder the development process of the entrepreneurial city. Thus, understanding these challenges and obstacles and trying to solve them is very important. By accurately identifying and analyzing these obstacles, it is possible to provide appropriate solutions to overcome them and provide the basis for the successful development of the entrepreneurial city.

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