

Original Article

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Investigating the effects of urban entrepreneurship on urban prosperity: a case study of the city of pol-e dokhtar

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Abstract

Urban entrepreneurship is a long-term and large-scale strategy that aims to achieve sustainable income generation by fostering innovation among citizens and local businesses, thereby promoting urban prosperity and growth. The purpose of this research is to investigate the effects of urban entrepreneurship on urban prosperity in the city of Pol-e-Dokhtar. This research is applied in terms of purpose and is based on a descriptive-analytical method. The statistical population of the study consists of the citizens of Pol-e-Dokhtar, whose population, based on the 2016 general population and housing census, was 26,352 people (7,563 households). Of these, 379 households were selected as a sample using the Cochran formula. To analyze the research findings, the sample t-test and multivariate regression analysis were employed. The results showed that the status of urban entrepreneurship, with an average of 3.098, and the status of urban prosperity, with an average of 3.137, in the city of Pol-e-Dokhtar are appropriate. The results of regression analysis showed that the economic index with a beta coefficient of 0.357, the social index with a beta coefficient of 0.301, the governance index with a beta coefficient of 0.267, the political index with a beta coefficient of 0.222, the physical index with a beta coefficient of 0.166, and the cultural index with a beta coefficient of 0.143, respectively, have the most significant impact on urban prosperity in the city of Pol-e-Dokhtar. Also, the results of path analysis showed that the economic variable with a total effect of 0.565, the social variable with a total effect of 0.489, the governance variable with a total effect of 0.407, the physical variable with a total effect of 0.399, the political variable with a total effect of 0.381, and the cultural variable with a total impact of 0.143 are influential on urban prosperity in the city of Pol-e Dokhtar.

Keywords

Business
Entrepreneurship
Pol-e dokhtar
Prosperity
Urban Development

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1. Introduction

Cities play a central role in the strategic sustainable development of regions and countries. This is clearly reflected in the United Nations' Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development, which, for example, emphasize the need to make cities more sustainable and resilient. Sustainable development is seen as a practical and entrepreneurial concept, as the main channel for sustainable products and processes (Mu et al., 2022: 2). Furthermore, "urban entrepreneurship", "entrepreneurial city," and "entrepreneurial governance" were highlighted by David Harvey in the 1980s (Berger and Blanka, 2024: 472). Given the high concentration of people in urban areas, individuals who act entrepreneurially in such areas can be referred to as "urban entrepreneurs". Therefore, entrepreneurship involves the activities of individuals involved in creating new organizations (Gu, 2024: 2). Urban entrepreneurship provides a suitable context for cities to address unemployment and its related problems. Therefore, recent discussions on economic geography have increasingly focused on urban creativity and its importance in achieving economic growth (Qian et al., 2024, p. 464). Urban entrepreneurship, often associated with urban regeneration of the economy, society, and environment, plays an increasingly significant role in cities, where it encourages the development of local businesses and social networks by attracting both tangible and intangible resources, as well as investment and people to these areas. Therefore, to create added value, new urban strategies adopt a strategy that focuses on entrepreneurship and local networks (Franco and Rodrigues, 2022: 23). In the current era, when cities are facing multiple challenges, including unemployment, poverty, and environmental pollution, urban entrepreneurship can serve as a fundamental solution to promote sustainable development and improve the quality of life in cities, and also lead to urban growth and prosperity (Saeidi and Atai, 2025: 11). Urban prosperity is one of the new concepts that the United Nations have proposed in recent years. In 2012, the United Nations Human Settlements Programme proposed urban prosperity by John Kloss, Executive Director of Human Settlements (Mohammadkhani et al., 2021, p. 80). Prosperity is a broad concept related to the development of balanced and harmonious environments that promote justice and fairness. Accordingly, urban prosperity is a social

construct that shapes human activities. This concept examines how cities can be productive and how the benefits of this production can be distributed fairly among their citizens (Tahmasnejad et al., 2024: 151). Urban entrepreneurship contributes to urban prosperity by strengthening the competitive position by using existing resources to create an advantage in the production of goods and services, strengthening the competitive position through consumption, trying to make the city a place to live better and spend time, creating welfare, recreational, sports and cultural centers, improving the competitive position by developing infrastructure, financial management and facilitating international communications and training skilled workers to use new methods and advanced technologies (Qian et al, 2024: 464).

Urban entrepreneurship is recognized as a key driver of city development and prosperity. This concept refers to entrepreneurial activities in urban environments that aim to create added value, generate employment opportunities, and enhance public welfare. Urban entrepreneurship can help improve the quality of life of citizens, increase income generation, and develop sustainable urban development. The city of Pol-Dokhtar, with its unique geographical location and proximity to the freeway from Pol-e-Zal to Khorramabad, has a highly suitable location for urban entrepreneurship. However, it has faced numerous challenges in this regard and has not been able to utilize this capacity effectively for its growth and prosperity. The existence of many historical and tourist sites such as the city's historical bridge, beautiful waterfalls and wetlands, and the presence of agricultural and horticultural processing industries, which investment in these areas as a necessity can lead to a desirable result in helping horticulture and employment of the city's youth, which will ultimately lead to the prosperity of various businesses in this city, a capacity that will undoubtedly transform the city and, most importantly, reduce people's unemployment and increase their income, which will ultimately lead to urban growth and prosperity and the development of sustainable urban development. Although the development of urban entrepreneurship may not be the only suitable strategy for the growth of many large cities, its significant effects are noticeable in many underdeveloped areas, such as Pol-Dokhtar. Experiences like this in many small and deprived cities and even villages have shown that entrepreneurial activities play a significant role in the development of

all-around development of urban and rural areas, and considering the capabilities of Pol-e-Dokhtar city, urban entrepreneurship can provide the prosperity of this city, and this issue increases the necessity and importance of this issue. Therefore, this research aims to investigate the impact of urban entrepreneurship on urban prosperity in Pol-Dokhtar City. This research aims to examine the extent to which the effects of urban entrepreneurship contribute to urban prosperity in Pol-e Dokhtar city.

2. Research Background

The research background review in this study focuses on two key topics: urban entrepreneurship and urban prosperity. To date, no articles have examined the effects of entrepreneurship on urban prosperity; therefore, the background is presented separately in relation to both urban entrepreneurship and urban prosperity. First, foreign studies are presented: Wong (2015) stated in his research entitled "A Framework for Urban Prosperity Index; The Relationship of Indicators, Analysis, and Policy" that to achieve urban sustainability and prosperity in a coherent framework, a comprehensive approach is needed to integrate productivity, infrastructure, quality of life, social equity and inclusion, and the environment. Additionally, it is essential to adopt a hierarchical approach to recognizing and analyzing the current situation and then formulating policies based on it. Arimah (2016), in a study titled "Identifying Drivers of Prosperity in African Cities," concluded that economic growth, facilitating urban mobility, ensuring greater access to health and education, increasing safety and security, guiding urban growth, increasing environmental quality, improving housing conditions, and reducing intra-city inequalities are among the drivers of prosperity in African cities. Kondo and Krishna (2017), in a study that introduced urban entrepreneurship in India, examined the key components of urban entrepreneurship development. Their research results showed that the transition from social policies to economic programs, the formation of public-private partnerships, and the implementation of active urban entrepreneurship methods play a fundamental role in this process. Yan and Zhao (2024) studied diverse urban entrepreneurship and its controversial results in the revitalization of neighborhood center complexes in Chengdu, China. The results of the research above have shown that the development and renovation of neighborhood center complexes are influenced by

three distinct patterns of urban entrepreneurship: community-based entrepreneurship, institution-based entrepreneurship, and participatory entrepreneurship. The following are also internal studies.

Mahjoor and Rezvandi (2020) have studied urban entrepreneurship as a pure approach to urban prosperity and development. In this study, a model for managing the future of cities has been designed to promote entrepreneurship in cities, aligning with global indicators of urban prosperity outlined in the 17 Sustainable Development Goals (SDGs) by the UN-Habitat. Rezvani et al. (2023) examined the processes of urban entrepreneurship development in the social context of Tehran. The results of the study above revealed that the development of urban entrepreneurship in Tehran encompasses social factors, politics and laws, urban economy, effective urban governance, cultural factors, and physical factors. In the quantitative part, the research data were confirmed using structural equation testing. Shariat et al. (2023) have investigated the involvement of stakeholders in the development of sustainable entrepreneurship in the urban recycling sector. The research results have shown that the partnership's impact is reflected in the creation of social, economic, and environmental benefits, as well as the promotion of an ecological sustainability culture in society. Kakavand et al. (2024) examined the use of the urban prosperity index in urban evaluation, measurement, and ranking in Tehran. The results of the research above have shown that, given the poor condition of most regions in terms of the urban prosperity index, severe measures are needed in Tehran to improve the welfare and quality of life of citizens. According to the analytical maps presented, the southern and western regions of Tehran can be given a higher priority for intervention and planning.

Habibpour et al. (2024) examined the measurement of urban prosperity indices in the neighborhoods of region 4, Urmia. The results of the research above have shown that the neighborhoods in the eastern part of the studied region are in an unfavorable situation. In contrast, the northwestern neighborhoods have a favorable situation. In other words, some neighborhoods have achieved high levels of well-being, while others still require special attention and careful planning. Goodarzi and Nasiri Baram Alvan (2024) investigated the driving forces influencing urban prosperity using a futures research approach in the city of Behbahan. The study's results indicate that

conditions and economic power are related to the productivity dimension, highlighting the importance of this dimension of prosperity. Additionally, indicators of social equality, including women's employment and participation, as well as economic equality, are related to the justice and social participation dimension. Meanwhile, indicators of housing quality and satisfaction with public security are linked to the quality-of-life dimension of the city's prosperity. Saeedi and Ataei (2025) evaluated and prioritized the components of urban entrepreneurship development in the Isfahan metropolis, concluding that urban entrepreneurship development, as a dynamic and multidimensional process, plays a key role in achieving economic growth, social dynamism, and cultural excellence in cities. This study demonstrates that cities can serve as catalysts for innovative activities and new business start-ups by creating suitable institutional, financial, and social platforms, thereby addressing complex challenges such as unemployment, social inequalities, and environmental changes. In this regard, the structure of the Isfahan metropolis clearly shows that achieving sustainable and comprehensive entrepreneurship development requires systematic coordination and interaction between different components.

A review of the research background reveals that the studies conducted have each addressed urban entrepreneurship and urban prosperity in distinct and separate manners. Additionally, the studies conducted have only examined urban entrepreneurship and urban prosperity indicators in terms of their favorable or unfavorable status. However, this study, in addition to measuring the status of urban entrepreneurship and urban prosperity indicators in terms of their favorable or unfavorable status, did not examine the effects of urban entrepreneurship on urban prosperity. In this respect, this study is novel and new.

3. Theoretical foundations

3.1. Urban entrepreneurship

Potential incompatibility issues have long been overcome by sustainability and entrepreneurship. This situation has garnered scientific and practical attention, as well as grounding, for sustainable entrepreneurship, justified by its potential to contribute to the transition to a sustainable economy and the achievement of the Sustainable Development Goals (Berger and Blanka, 2024: 472). Entrepreneurship plays a crucial role in achieving the goal of full

employment and promoting global economic growth. By combining resources and factors of production, entrepreneurs create higher value forms that increase social wealth and promote economic growth (Gu, 2024: 1).

Urban entrepreneurship refers to the process by which citizens and local businesses contribute to the economic and social development of a city through the use of creativity and innovation. This concept is a combination of urban management and entrepreneurial management, which aims to create employment, increase income and improve the quality of life in cities (Saeidi and Atai, 2025: 11). Urban entrepreneurship is a strategic approach that helps solve urban challenges and improve the living standards of citizens by identifying and exploiting existing opportunities in the city (Amin Tahmasebi and Jamshidi Gilani, 2024: 158). The main goals of urban entrepreneurship include increasing employment, economic development, innovation, improving the quality of life and reducing social inequalities (Shariat et al., 2023: 88). Urban entrepreneurship can create new job opportunities by creating new businesses and help reduce unemployment in cities and contribute to the economic development of the city by supporting local businesses and increasing the production and consumption of goods and services within the city (Rezvani et al., 1402: 58). It can also help improve the quality of life in cities by creating job opportunities, increasing income, improving urban services, and reducing environmental pollution, and it can help reduce social inequalities in cities by supporting local businesses and developing deprived areas (Faizkhan and Malekpour, 2023: 8).

According to David Harvey, the mapping of the entrepreneurial city involves three main factors; he has paid attention to the role of local government policies in economic development; so that understanding spatial and geographical differences when formulating urban entrepreneurial development policies is likely to have a significant impact on the creation of new businesses and the strengthening of existing urban businesses (Dingel and Davis, 2019: 33); second, the emphasis on the entry of private actors and new ways of organizing public management increase the desire to develop an entrepreneurial city. Third, policymakers at the local and state levels have also considered entrepreneurship as a key factor in creating and sustaining economic growth. Over time, local, regional and state economies have focused on

entrepreneurship (Rezvani et al., 1402: 59). Moghimi believes that urban entrepreneurial activities are actions that, while having the general characteristics of entrepreneurship, namely having an innovative, creative and commercial nature, are mainly oriented towards social goals such as collective coordination and solidarity, combating deprivation, despair and helplessness, rather than individual and group profit (Bashir Khodaparasti and Bagheri Qara-Balagh, 2023: 158). Urban entrepreneurship plays a crucial role in the economic and social development of cities, recognized as a key factor in creating employment, enhancing productivity, and improving the quality of urban life. This phenomenon is influenced by a set of economic, social, institutional, and environmental factors that interact systematically with one another. Studies show that the success of urban entrepreneurship requires the attention of policymakers and planners to these factors and the creation of appropriate platforms for business growth (Saeidi and Atai, 2025: 15).

3.2. Urban Prosperity

Urban prosperity is a concept that was first proposed in the 1930s and has been further developed through various studies to date. Finally, in 2012, the United Nations Human Settlements Organization introduced a comprehensive index called the Urban Prosperity Index to measure the level of human and economic growth and development for cities (Kakavand et al., 2025: 122). Urban prosperity is one of the most up-to-date efforts to measure and determine life satisfaction. In addition to what has been said, prosperity has a more complex concept that cannot be achieved with simple indicators that only examine the amount of financial income of individuals or the number of their private cars (Godarzi and Nasiri in Alwan, 2024: 10). In fact, urban prosperity is a general and unified approach that follows a higher path than sustainable urban development (Stossel et al, 2015: 123). A thriving city is inclusive, providing desirable environments and appropriate design that create spaces for social communication, recreation, economic and social development of vulnerable groups, and social cohesion. One of the key goals of the United Nations for urban prosperity is access to safe, green, and inclusive public spaces that are accessible and inclusive, especially for women, children, older people, and people with disabilities (Godarzi and Nasiri, in Alwan, 2024: 8).

Urban prosperity is, in fact, a new discourse and tool for sustainable urban development that has undergone its theoretical and practical development and evolution stages, with the participation of the international community, and was officially launched in 2012 (Kamanrudi Kajuri, 2021: 824). Urban prosperity examines how cities can produce and how the benefits of this production can be shared equitably among their citizens. This thinking includes economic growth, social cohesion, environmental sustainability, and a better quality of life (Asadi and Ahadnejadrosti, 2024: 4). Urban prosperity not only sets indicators and metrics, but also allows local authorities and stakeholders to identify opportunities and potential for intervention in cities for their greater well-being and prosperity (Parizadi et al., 2022: 120). The United Nations Human Settlements Programme (UNHCR) introduces the Urban Prosperity Index as a tool for measuring well-being. Urban prosperity is one of the key human development issues facing the world. According to the United Nations Human Settlements Programme (UNHCR), urban prosperity indicators include productivity, infrastructure, quality of life, social equity and inclusion, environmental sustainability, and urban governance and regulation (Habibpour et al., 2024, p. 26).

Urban prosperity focuses on how cities produce goods and services, and how the benefits of this production are equitably distributed among citizens. It also refers to economic growth, the existence of broad social relations, environmental sustainability, and the level of well-being and quality of life (Asadi and Ahadnejadrosti, 2024: 4). In general, as a city's infrastructure develops, productivity and economic growth increase, which in turn leads to improved living standards. Similarly, when a city pursues pro-poor and egalitarian policies, it improves quality of life and productivity, as well as environmental sustainability (Mousavi and Bayramzadeh, 2024: 4). As can be seen below, urban entrepreneurship has had various effects on urban prosperity through economic, social, political, governance, cultural, and physical components. Urban entrepreneurship has led to the support of creative resources, the qualitative development of the education system, the downsizing of local administrative institutions, the reduction of complacency, and the organization of entrepreneurial tours, among other initiatives, which ultimately contribute to urban prosperity and sustainable urban development (Figure 1).

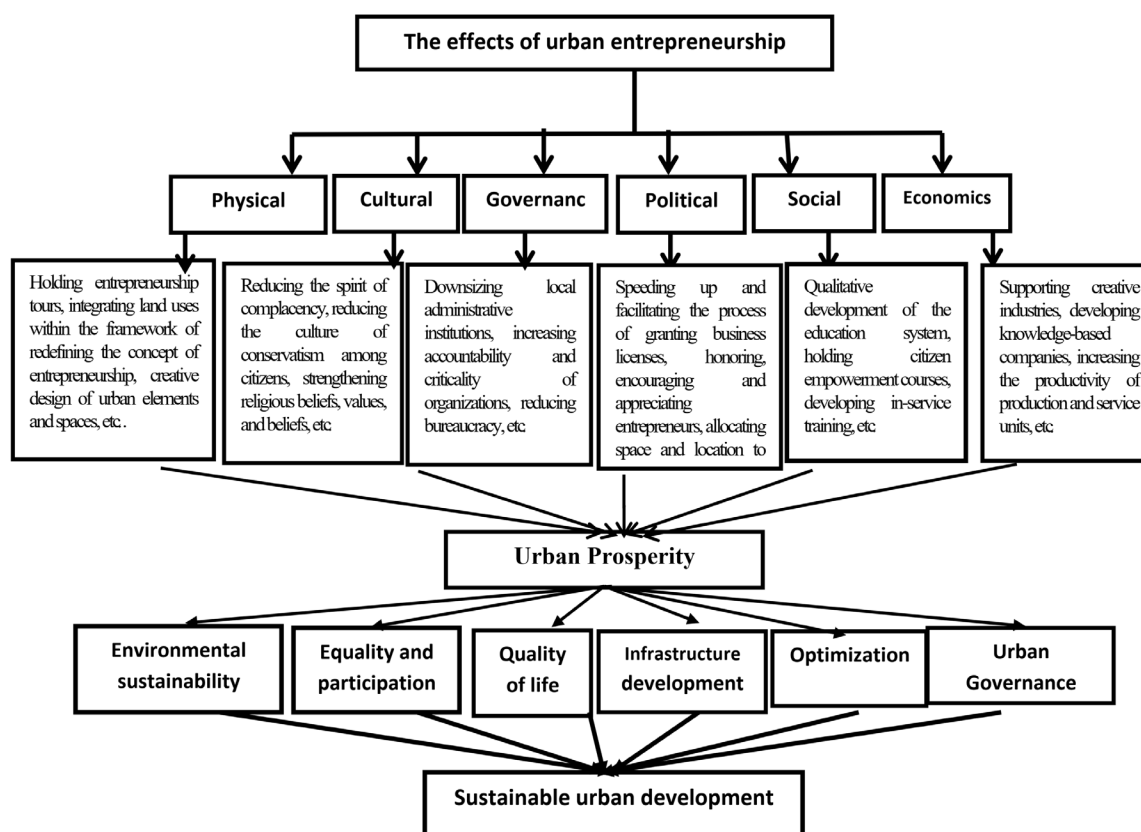


Fig1. The study's conceptual model

4. Research method

This research is applied research in terms of purpose, which has been conducted in a descriptive-analytical manner. The statistical population of the study consists of the citizens of Pol-e Dokhtar city, whose population, according to the 2016 general population and housing census, was 26,352 people (7,563 households). To determine the sample size, the Cochran formula was used, resulting in 379 households being selected for the sample. To collect information and research data, in addition to the library method, a researcher-made questionnaire with two sections related to urban

entrepreneurship and another section related to urban prosperity was used (the process of extracting the indicators was done in such a way that first indicators were collected from reputable articles and then those indicators that were closer to the studied region were localized and compiled into a questionnaire). Professors and experts confirmed the validity of the questionnaire in terms of form and content. Its reliability was established by Cronbach's alpha of 0.82 for urban entrepreneurship and 0.80 for urban prosperity, indicating the appropriate reliability of the questionnaire (Table 1).

Table 1. Reliability of research components

Component	Cronbach's Alpha Value
Physical	0.78
Cultural	0.84
Governance	0.80
Political	0.81
Social	0.83
Economic	0.86

Component	Cronbach's Alpha Value
Urban Entrepreneurship	0.82
Productivity	0.83
Infrastructure Development	0.80
Quality of Life	0.80
Equality and Social Participation	0.84
Environmental Sustainability	0.78
Urban Governance	0.76
Urban Prosperity	0.80

The research variables for urban entrepreneurship consist of 6 variables: economic, social, political, governance, cultural, and physical; and for urban prosperity, they consist of 6 variables: productivity, infrastructure development, quality of life, equality

and social participation, environmental sustainability, and urban governance (Table 2). To analyze the research findings, and given that the research data are normally distributed (Table 3), a one-sample t-test and multivariate regression analysis were used.

Table 2. Research components, indicators, and items

Component	Indicator	Item	Source
Urban Entrepreneurship	Social	Qualitative development of the educational system, holding citizen empowerment courses, development of in-service, practical, and operational training, creating creative educational spaces, students visiting businesses, increasing group activities, development of virtual social networks, growing ways for people to connect with entrepreneurs, enhancing public security, improving public oversight in society, empowering vulnerable groups, reducing children's dependence on family.	Bashirkhodaparasti and Bagheri Gharebolagh, 2023
	Political	Streamlining and facilitating the business licensing process, honoring, encouraging, and appreciating entrepreneurs, allocating space and places for entrepreneurs, and providing insurance for entrepreneurs.	Bashirkhodaparasti and Bagheri Gharebolagh, 2023
	Economic	Support for creative industries, development of knowledge-based companies, productivity of production and service units, strengthening the city's role and brand, increasing inter-city competition, creation and development of local markets, increasing economic stability of the market, eliminating indiscriminate import of foreign goods, holding entrepreneurship competitions and utilizing ideas, supply of entrepreneurs' products by organizations, development of the tourism industry, eliminating fake and speculative businesses, support for production workshops.	Saeedi and Ataei, 2025
	Governance	Downsizing local administrative institutions, increasing accountability and receptiveness to criticism in organizations, reducing bureaucracy, increasing oversight to combat corruption and rent-seeking, increasing transparency of information in offices and organizations, developing specialization in urban management, and rising inter-organizational coordination.	Rezvani et al, 2023
	Cultural	Reducing the spirit of complacency, combating the culture of conservatism among citizens, strengthening religious beliefs, values, and convictions, mitigating socio-cultural prejudices, and fostering a sense of belonging to neighborhoods.	Saeedi and Ataei, 2025; Rezvani et al, 2023
	Physical	Organizing entrepreneurship tours, integrating land uses within the framework of redefining the concept of entrepreneurship, creative design of urban elements and spaces, constructing industrial units around the city, regenerating worn-out urban fabrics, developing and designing public spaces, and developing urban physical infrastructure.	Bashirkhodaparasti and Bagheri Gharebolagh, 2023; Rezvani et al, 2023

Component	Indicator	Item	Source
Urban Prosperity	Productivity	Satisfaction with the purchasing power for basic goods, satisfaction with income level, satisfaction with access to suitable employment, and satisfaction with job diversity.	Kakavand et al., 2025; Soleimani Moghadam et al., 2024; Mousavi and Bayramzadeh, 2024
	Infrastructure Development	Satisfaction with access to adequate housing, satisfaction with access to adequate water, satisfaction with access to gas, satisfaction with access to electricity, satisfaction with access to cultural spaces, satisfaction with access to public libraries, satisfaction with access to accommodation centers, satisfaction with access to mosques, satisfaction with access to educational spaces, satisfaction with access to public transportation, satisfaction with the quality of the transportation system, satisfaction with the adaptation of public transportation for the disabled, satisfaction with access to the internet, satisfaction with access to landline telephones, satisfaction with access to mobile phones and computers, level of satisfaction with land use compatibility, level of satisfaction with access to the seven essential services.	Habibpour et al., 2024; Mousavi and Bayramzadeh, 2024; Habibpour et al., 2024
	Quality of Life	Satisfaction with access to health services, satisfaction with doctors' services, satisfaction with access to public educational centers, satisfaction with services provided in educational centers, satisfaction with access to green spaces, satisfaction with the quality of public spaces, satisfaction with access to public services, satisfaction with access to police stations, satisfaction with the security level, satisfaction with access to fire stations, satisfaction with police performance.	Kakavand et al., 2025; Soleimani Moghadam et al., 2024; Habibpour et al., 2024
	Equality and Social Participation	Level of satisfaction with the existence of equal economic opportunities, level of satisfaction with freedom of speech, level of satisfaction with the presence of women in social spheres, level of satisfaction with social justice, women's access to employment, and balance in school registrations.	Habibpour et al., 2024; Soleimani Moghadam et al., 2024; Asadi and Ahadnejad Roushahi, 2024; Rezvani et al., 2023
	Environmental Sustainability	Satisfaction with air quality, satisfaction with the waste collection system, satisfaction with access to trash bins, satisfaction with the sewage collection system, and satisfaction with access to sustainable energy.	Soleimani Moghadam et al., 2024; Mousavi and Bayramzadeh, 2024
	Urban Governance	Willingness to participate in public affairs, willingness for collaborative work, level of satisfaction with the performance of government offices, level of satisfaction with the performance of the municipality, and level of satisfaction with the performance of the city council.	Kakavand et al., 2025; Habibpour et al., 2024; Asadi and Ahadnejad Roushahi, 2024; Rezvani et al., 2023

Table 3. Test for normality of research data (components)

Component	Kolmogorov-Smirnov		Normality
	Statistic	Sig.	
Physical	0.154	.112	Confirmed
Cultural	0.110	.099	Confirmed
Governance	0.142	.133	Confirmed
Political	0.102	.143	Confirmed
Social	0.144	.086	Confirmed
Economic	0.154	.108	Confirmed

Component	Kolmogorov-Smirnov		Normality
	Statistic	Sig.	
Productivity	0.118	.115	Confirmed
Infrastructure Development	0.090	.128	Confirmed
Quality of Life	0.166	.079	Confirmed
Social Equality & Participation	0.143	.137	Confirmed
Environmental Sustainability	0.156	.143	Confirmed
Urban Governance	0.109	.085	Confirmed

Summary: The Kolmogorov-Smirnov test results indicate that the data for all components follow a normal distribution, as the significance (Sig.) value for each is greater than 0.05.
(Note: The actual data/values for the normality test are not provided in the query.)

4.1. Introduction of the Study Area

The city of Pol-e dokhtar is situated on the slopes of Maleh Mountain, part of the Zagros Mountain range. Geographically, Pol-e dokhtar is located at 47 degrees and 42 minutes east longitude and 33 degrees and 9 minutes north latitude, with an elevation ranging from 650 to 710 meters above sea level. Pol-e dokhtar is the capital of Pol-e dokhtar County, located in the southwestern part of Lorestan Province, within the Zagros Mountains. According to the 2016 national population and housing census, the city's population was 26,352 people (7,563 households) (Statistical Center of Iran, 2016). Historically, Pol-e dokhtar was

located on the old Tehran-South Road. However, the current Tehran-South Road now connects from Khorramabad (the provincial capital) to the south via the Khorramzal Freeway Pol-e dokhtar is located 100 kilometers southwest of Khorramabad, and its people are from the Lor ethnic group and the Bala Griveh tribe. The city is renowned for its ancient bridges and its communicative importance. According to documentation from the Iranian Municipalities and Village Administrations Organization, the Pol-e dokhtar Municipality was established in 1963 (1342 Solar Hijri). In 2022 (1401 Solar Hijri), the municipality was classified as grade 7 (Bazrafshan et al., 2018: 122).

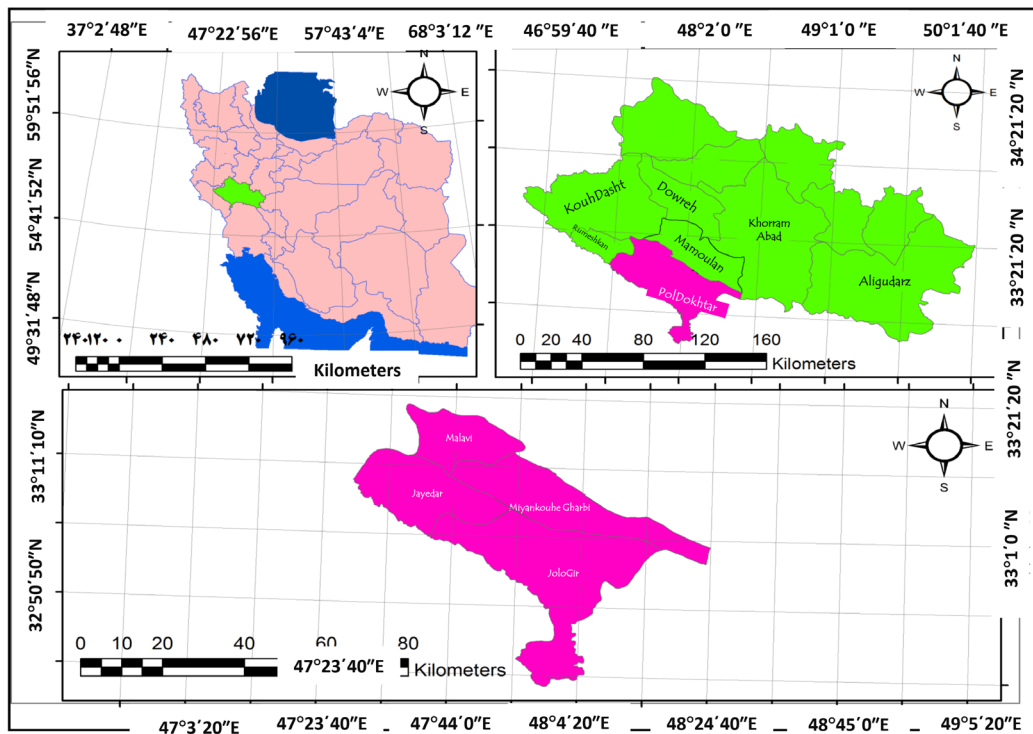


Figure 2. The geographical location of pol-e dokhtar city, (National Geoscience Database of Iran, 2022)

5. Results and Findings

The research findings have been analyzed both descriptively and inferentially. The descriptive findings revealed that 57% of the respondents were men and 43% were women. 61% of the respondents were married, and 39% were single. In terms of age, the highest frequency percentage (33%) was observed in the 31–40-year-old group, and the lowest percentage (11%) was associated with the age group over 60 years. Regarding the level of education, the highest frequency percentage (23%) was observed in the high school diploma group, and the lowest frequency percentage (8%) was observed in the elementary education group. In terms of employment, the self-employed occupational group, with a frequency of

30%, and the clerical occupational group, with a frequency of 26%, had the highest percentages. In contrast, the retirees' group, with a frequency of 8%, had the lowest percentage.

5.1. Investigating the Status of Urban Entrepreneurship

A one-sample T-test was used to investigate the status of urban entrepreneurship in the city of Pol-e dokhtar. The number 3 was considered the theoretical mean. If the obtained mean for any indicator is less than 3, the status is unfavorable; if the obtained mean is greater than 3, the status of the respective indicator is suitable; and when the obtained mean is above 4, the status of the respective indicator is favorable (Figure 3).

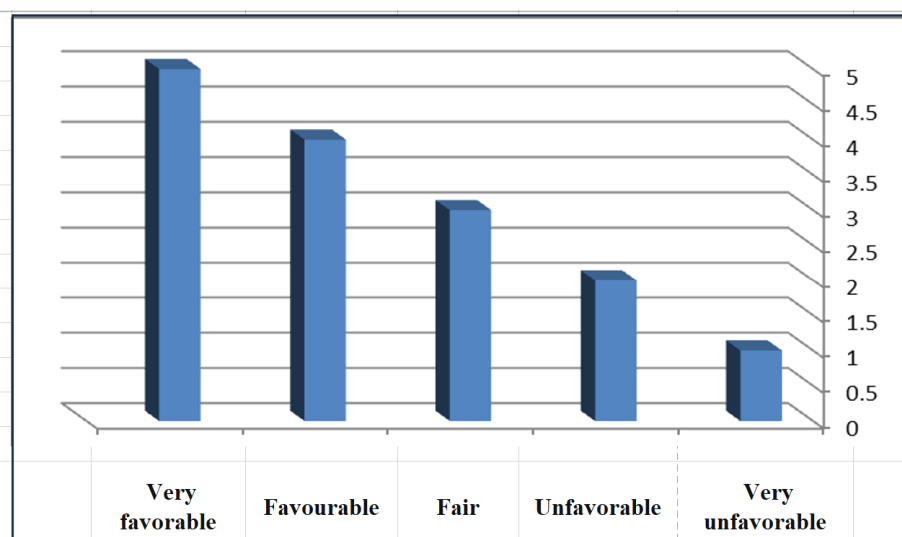


Figure 3. Response spectrum based on the desirability of the indicators

The results showed that out of 6 urban entrepreneurship indicators, the mean of 5 indicators was above the theoretical mean of 3, and the mean of 1 indicator was below the mean of 3. The social indicator, with a mean of 3.161, had the highest mean and is in a suitable status. In contrast, the political indicator, with a mean of 2.895, had the lowest mean and is in an unfavorable status. Furthermore, the economic indicator (mean = 3.147), the governance indicator (mean = 3.109), the physical indicator (mean

= 3.127), and the cultural indicator (mean = 3.150) are all in a suitable status. Overall, urban entrepreneurship, with a total mean of 3.098, is evaluated as favorable because the obtained significance level is smaller than 0.05, considering that both the upper and lower confidence intervals are positive. Therefore, based on the obtained results, it can be said that the status of Pol-e dokhtar city in terms of urban entrepreneurship is suitable (Table 4).

Table 4. Investigation of the status of urban entrepreneurship using a one-sample t-test in the city of pol-e dokhtar (test value = 3)

Indicator	t-statistic	Mean	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Social	8.112	3.161	.000	.161	.117	.246
Political	-4.342	2.895	.000	-.105	-.189	-.055
Economic	9.019	3.147	.000	.147	.082	.219
Governance	8.213	3.109	.000	.109	.057	.185
Physical	7.778	3.127	.003	.127	.064	.221
Cultural	8.936	3.150	.000	.150	.088	.216
Total (Urban Entrepreneurship)	6.441	3.098	.000	.098	.039	.176

Source: Research Findings, 2025

5.2. Investigating the Status of Urban Prosperity

A one-sample T-test was used to investigate the status of urban prosperity. The number 3 was considered the theoretical mean. If the obtained mean for any indicator is less than 3, the status is unfavorable; if the obtained mean is greater than 3, the status of the respective indicator is suitable; and when the obtained mean is above 4, the status of the respective indicator is favorable. The obtained results regarding the status of urban prosperity in the city of Pol-e dokhtar indicate that out of the six indicators examined, the mean of all indicators is above the mean of 3. The productivity indicator (mean = 3.108), infrastructure development indicator (mean = 3.155), quality of life indicator

(mean = 3.112), equality and social participation indicator (mean = 3.144), environmental sustainability indicator (mean = 3.177), and governance indicator (mean = 3.127) are all in a suitable status, among which the environmental sustainability indicator has a better status. Overall, urban prosperity, with a mean of 3.137, is evaluated as being in a suitable status because the obtained significance level is smaller than 0.05, considering that both the upper and lower confidence intervals are positive. Therefore, based on the obtained results, it can be said that the status of Pol-e dokhtar city in terms of urban prosperity is suitable (Table 5).

Table 5. Investigation of the status of urban prosperity using a one-sample t-test in the city of pol-e dokhtar (test value = 3)

Indicator	t-statistic	Mean	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Productivity	8.227	3.108	.000	.108	.055	.202
Infrastructure Development	10.117	3.155	.000	.155	.082	.259
Quality of Life	8.384	3.112	.000	.112	.067	.187
Equality & Social Participation	9.339	3.144	.000	.144	.083	.232
Environmental Sustainability	12.132	3.177	.000	.177	.106	.265
Urban Governance	8.344	3.127	.000	.127	.052	.226
Total (Urban Prosperity)	8.366	3.137	.000	.137	.064	.219

5.3. Investigating the Effects of Urban Entrepreneurship on Urban Prosperity

Multivariate regression analysis was employed to examine the impact of urban entrepreneurship on urban prosperity in the city of Pol-e dokhtar. Here, urban entrepreneurship is the independent variable

and urban prosperity is the dependent variable. The multiple correlation coefficient value is 0.742, which shows the correlation between the independent variable and the dependent variable. The coefficient of determination is 0.721. The adjusted coefficient of determination is 0.701, indicating that the independent

variables explain 70% of the variation in the dependent variable. In comparison, the remaining 30%, which is known as the error variance, is influenced by variables outside the model (Table 6).

Table 6. Analysis of variance of the effects of urban entrepreneurship on urban prosperity

Standard Error	Adjusted R Square	R Square	Multiple R
0.074	0.701	0.721	0.742

As can be observed, the total changes in the dependent variable are shown in two parts: regression and residual. The smaller the residual, the higher the model's explanatory power in describing changes in the dependent variable; conversely, the larger the residual, the lower the model's explanatory power.

The regression sum of squares is much higher than the residual sum of squares, and given the high F-value, which is significant at the 0.01 error level, it can be stated that the model has high explanatory power in describing the dependent variables (Table 7).

Table 7. Analysis of variance based on the existence of a linear relationship of the effects of urban entrepreneurship on urban prosperity

Component	Sum of Squares	Df	Mean Square	F	Sig.
Regression	10.031	6	6.476	154.106	.000
Residual	1.043	373	0.000		
Total	11.074	379			

The results indicate that the significance level for all variables is less than 0.01, which shows that the obtained results are generalizable to the statistical population. The results showed that the economic indicator, with a beta coefficient of 0.357, has the most significant impact on urban prosperity. In contrast, the cultural indicator, with a beta coefficient of 0.143, has the least impact on urban prosperity in Pol-e dokhtar city. Also, the social indicator (beta = 0.301), the

governance indicator (beta = 0.267), the political indicator (beta = 0.222), and the physical indicator (beta = 0.166) impact urban prosperity. Therefore, based on the obtained results, it can be stated that urban entrepreneurship has a significant impact on urban prosperity in Pol-e dokhtar city. The better the state of urban entrepreneurship in Pol-e dokhtar city becomes, the better the state of urban prosperity in this city will be (Table 8).

Table 8. Regression coefficients of the effects of urban entrepreneurship on urban prosperity

Variables	Standardized Coefficients	Unstandardized Coefficients		t.	Sig
	Beta	B	Std. Error		
(Constant)	-	0.267	0.069	2.44	.079
Social	0.301	0.256	0.011	9.873	.000
Political	0.222	0.182	0.016	7.665	.000
Economic	0.357	0.311	0.008	9.989	.000
Governance	0.267	0.209	0.022	8.687	.000
Physical	0.166	0.121	0.027	6.778	.000
Cultural	0.143	0.107	0.032	6.103	.000

5.4. Path Analysis of Direct and Indirect Effects of Urban Entrepreneurship on Urban Prosperity

Path analysis was employed to investigate the direct and indirect effects of urban entrepreneurship on

urban prosperity in Pol-e dokhtar City. The results of the path analysis indicate that all urban entrepreneurship variables have a direct impact on urban prosperity. Regarding indirect effects, all

variables except the cultural variable also impact urban prosperity. Therefore, the economic variable (total effect = 0.565), the social variable (total effect = 0.489), the governance variable (total effect = 0.407),

the physical variable (total effect = 0.399), the political variable (total effect = 0.381), and the cultural variable (total effect = 0.143) impact urban prosperity in Pol-e dokhtar city (Table 9).

Table 9. Measurement of the direct and indirect effects of urban entrepreneurship on urban prosperity

Variable	Direct Effect	Indirect Effect	Total Effect	Priority
Social	0.301	0.188	0.489	2
Political	0.222	0.159	0.381	5
Economic	0.357	0.208	0.565	1
Governance	0.267	0.140	0.407	3
Physical	0.166	0.133	0.399	4
Cultural	0.143	-	0.143	6

The direct and indirect effects of urban entrepreneurship on urban prosperity are presented below (Figure 4).

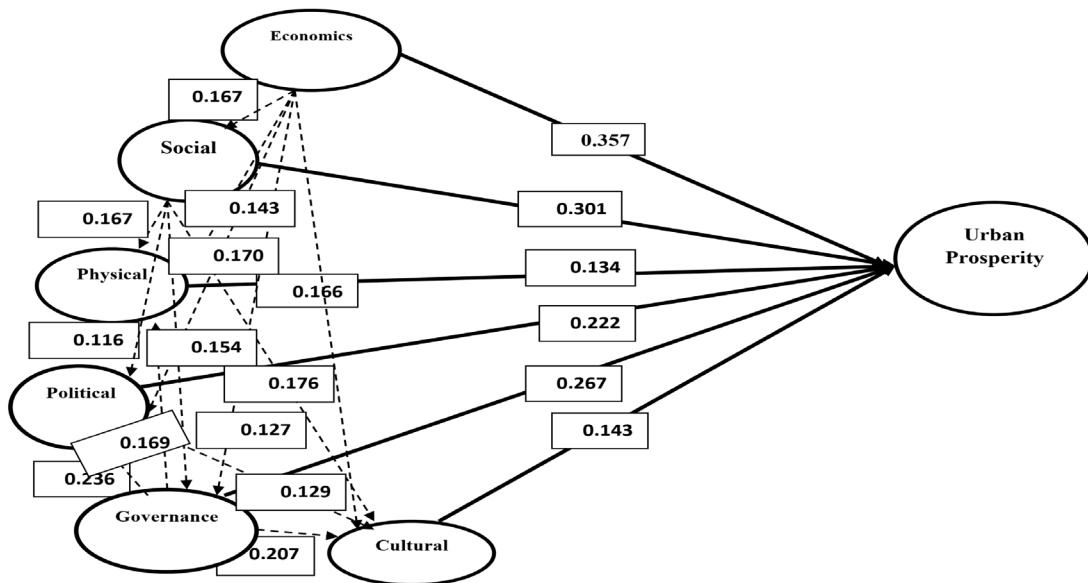


Figure 4. Path analysis of the direct and indirect effects of urban entrepreneurship on urban prosperity

6. Conclusion

Urban entrepreneurship plays a significant role in the sustainable development and prosperity of cities. By supporting entrepreneurs and creating a suitable platform for the growth and development of innovative businesses, it is possible to enhance the quality of life for citizens, reduce unemployment, and increase revenue generation in cities. The present research was conducted to investigate the effects of urban entrepreneurship on urban prosperity in the city of Pol-e dokhtar.

The results of the investigation into the status of urban

entrepreneurship in Pol-e dokhtar city revealed that it is in a suitable state. The studied indicators in this city, except for the political indicator, enjoy a relatively favorable status, although there is still a long way to go to achieve a favorable status. However, the investigations showed that regarding the studied indicators—qualitative development of the education system, holding citizen empowerment courses, developing in-service, practical, and operational training, creating creative educational spaces, students visiting businesses, increasing group activities, honoring, encouraging, and appreciating

entrepreneurs, allocating space and place to entrepreneurs, providing insurance to entrepreneurs, increasing inter-city competition, creating and developing local markets, increasing economic stability in the market, eliminating indiscriminate imports of foreign goods, holding entrepreneurship competitions and utilizing ideas, supplying the products of entrepreneurs by organizations, developing the tourism industry, increasing accountability and acceptance of criticism by organizations, reducing bureaucracy, increasing supervision to combat corruption and rent-seeking, increasing transparency of information in offices and organizations, developing specialization in urban affairs management, reducing the culture of conservatism among citizens, strengthening beliefs, values, and religious convictions, reducing socio-cultural prejudices, strengthening the sense of belonging to neighborhoods, integrating land uses within the framework of redefining the concept of entrepreneurship, creative design of urban elements and spaces, constructing industrial units around the city, regenerating worn-out urban textures, and developing and designing public spaces—this city is in a suitable status, and citizens have relative satisfaction from this perspective.

The results of the investigation into the status of urban prosperity also showed that all the studied indicators are in a suitable status, and from this perspective, it can be said that Pol-e dokhtar city is in suitable conditions regarding satisfaction with income level, access to suitable jobs, satisfaction with job diversity, satisfaction with access to adequate housing, satisfaction with access to adequate water, satisfaction with access to gas, satisfaction with access to electricity, satisfaction with access to cultural spaces, satisfaction with access to public libraries, satisfaction with access to accommodation centers, satisfaction with access to mosques, satisfaction with access to educational spaces, satisfaction with access to public transportation, satisfaction with the quality of the transportation system, satisfaction with the suitability of public transportation for people with disabilities, satisfaction with access to the internet, satisfaction with access to landline telephones, satisfaction with access to mobile phones and computers, satisfaction with access to health services, satisfaction with doctors' services, satisfaction with access to public educational centers, satisfaction with services provided in educational centers, satisfaction with access to green spaces, satisfaction with the quality of public spaces, satisfaction with access to public

services, satisfaction with access to police stations, satisfaction with the level of security, satisfaction with access to fire stations, satisfaction with police performance, level of satisfaction with the existence of equal economic opportunities, (level of satisfaction with freedom of expression, level of satisfaction with the presence of women in social spheres, level of satisfaction with social justice, women's access to jobs, balance in school registrations, satisfaction with air quality, satisfaction with the waste collection system, satisfaction with access to trash bins, satisfaction with the sewage collection system, willingness to participate in public works, willingness to engage in collaborative work, level of satisfaction with the performance of government offices, level of satisfaction with the performance of the municipality, and level of satisfaction with the performance of the city council; and citizens have relative satisfaction in this regard.

The results of investigating the effects of urban entrepreneurship on urban prosperity showed that all urban entrepreneurship variables have a positive impact on urban prosperity in Pol-e dokhtar city. Therefore, as urban entrepreneurship becomes more desirable, it will lead to an improvement in the city's urban prosperity. The obtained results indicate that economic activities, especially the expansion of entrepreneurship in cities, will lead to comprehensive growth and development, which in turn causes urban prosperity. The more pronounced these effects are, the greater their contribution to sustainable urban development in all dimensions will be. Therefore, attention to urban entrepreneurship at all managerial and urban planning levels will be a practical step towards promoting the social, economic, political, cultural, physical, and governance levels in cities.

The research findings regarding the status of urban entrepreneurship are consistent with and in agreement with those of Rezvani et al. (2024) in terms of economic and governance indicators. Additionally, regarding the status of urban prosperity, the obtained results are inconsistent with the research findings of Asadi and Ahdnjad Roshti (2024). Furthermore, they are inconsistent with the results of Kakavand et al. (2025), who evaluated the status of the urban prosperity indicator in Tehran city as unfavorable, and with the results of Habibpour et al. (2024), who assessed the urban prosperity indicators in the neighborhoods of district 4 of Urmia as unfavorable.

The research results of Trang et al. (2023) indicate that Da Nang city, Vietnam, has an average level of urban prosperity indicators, consistent with the findings of

this research, which evaluated urban prosperity as favorable. The obtained results showed that the quality-of-life indicator has a favorable status among the urban prosperity indicators, which is consistent with the findings of Atila Alshamndy (2017). The results of this research consider the social indicator as the most critical urban entrepreneurship indicator in terms of favorable status, which is inconsistent with the research findings of Bozburun (2004) and Shen et al. (2000), who consider the governance indicator as the most critical urban entrepreneurship indicator.

Given that the economic, social, governance, physical, and cultural indicators of urban entrepreneurship are in a favorable status, they are examined as a platform for entrepreneurship growth. The favorable status (a driver of prosperity) is contrasted with the political indicator, which is in an unfavorable status (an obstacle to prosperity).

In the economic indicators, the focus is on the economic potential of Pol-e dokhtar, which could be the driving force behind entrepreneurship. In contrast, reliance on a traditional economy and excessive dependence on conventional agriculture and primary resources hinders entrepreneurship growth. Diversification and value addition: The development of small and medium-sized businesses in areas such as processing agricultural products (e.g., packaging honey or medicinal plants), producing creative handicrafts, and developing services related to nature tourism contributes to the growth of urban entrepreneurship. In contrast, limited access to capital, a lack of foreign investment, and a concentration of loans on low-risk, low-return businesses hinder the development of entrepreneurship.

The social indicators are related to human capital and social cohesion, which are vital for sustainable entrepreneurship. In contrast, brain drain—the exodus of young people and highly educated individuals due to a lack of suitable job opportunities—hinders the growth and development of entrepreneurship. Attracting and retaining talent: providing an environment where young entrepreneurs can realize their ideas (e.g., creating co-working spaces) and encouraging the return of native elites leads to the revival of urban entrepreneurship, and in contrast, inadequate technical skills: the lack of specialized personnel in digital fields, tourism management, and foreign languages hinders the growth of urban entrepreneurship. The governance indicators refer to the local government's efficiency in supporting entrepreneurs. In contrast, a complex bureaucracy

with lengthy and complicated processes for obtaining permits, company registration, and accessing facilities hinders the expansion of entrepreneurship. The physical indicators are related to the city's physical infrastructure, which is essential for entrepreneurial activities. In contrast, weaknesses in transportation infrastructure, such as worn-out roads or the lack of a standard public transportation network for accessing attractions, hinder the development of urban entrepreneurship.

The cultural indicators are related to the spirit and cultural identity of the city, which can be the basis for branding and entrepreneurial products. In contrast, the lack of registration and transmission of heritage, as well as the forgetting or under-registration of indigenous knowledge, stories, and authentic handicrafts, hinders the expansion of urban entrepreneurship. The unfavorable status of the political indicators presents the biggest obstacle to prosperity in this area. Instability in prioritization: the constant change in the political views of city managers regarding the priorities of entrepreneurship development (e.g., prioritizing short-term construction projects over long-term infrastructure projects) hinders urban entrepreneurship, and strategic stability: developing a multi-year entrepreneurship development document that acts as the city's roadmap beyond managerial changes and has continuous political support leads to the growth and development of entrepreneurship.

The overall results of the research indicate that, although the status of urban entrepreneurship and urban prosperity in Pol-e dokhtar city is satisfactory, there is still a considerable distance to be covered to achieve favorable conditions. This suitable status is not a reason for the absence of problems in this city. It requires responsible authorities to take an essential step in this direction through principled planning and reducing obstacles and try to increase the capacities of urban entrepreneurship in this city because this city will reach a favorable status in terms of urban prosperity only when, first, it is in favorable conditions in terms of urban entrepreneurship, and second, the concern of all city officials and managers is directed towards eliminating the existing obstacles, problems, and shortcomings in this field.

Therefore, with these explanations, the flourishing of entrepreneurship in Pol-e dokhtar requires the maximum use of favorable capacities (economic, social, governance, physical, and cultural), which have created rich potential for the development of tourism

and local industries. However, the unfavorable status of the political indicators can act as a significant barrier, preventing the realization of long-term strategies. Success in Pol-e dokhtar is contingent upon entrepreneurs benefiting from the relative stability in the economic, social, and cultural domains, while lobbying and focusing on creating political stability are prioritized in the development agenda.

In line with the obtained results, the following recommendations are presented:

- Given that launching entrepreneurship in the city requires a lot of investment, it is therefore suggested that banks and financial institutions provide the necessary facilities to those seeking to start new businesses in the city.
- Providing necessary and specialized training by organizations in charge of entrepreneurship to those seeking to start a business can ensure that entrepreneurs become familiar with all the aspects needed for creating and launching a business and achieve greater success.
- Creating innovative businesses based on sustainable tourism: such as creative eco-lodges, nature tourism tours focused on the river and mountains, introduction and sale of local products (e.g., honey, medicinal plants) with strong branding.
- Establishing local micro-support funds for entrepreneurs.
- Creating an easy mechanism for receiving employment and entrepreneurship loans. Attracting private sector investors for tourism and agricultural projects.
- Upgrading communication and internet infrastructure to national standards.
- Improving and renovating roads leading to tourist attractions and installing standard guide signs. Creating co-working spaces for startups.
- Holding empowerment and skill training courses tailored to the region's capacities (tourism, agriculture, handicrafts). Attracting elites and specialists by providing job and life incentives.
- Launching an urban growth or innovation center to support ideas.
- Holding regular entrepreneurial events (e.g., exhibitions of local achievements, idea competitions).
- Creating online platforms to connect entrepreneurs, specialists, and investors.

Authors' contributions

The percentage of authors' contribution in this article has been equal (each author 50).

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Conflict of Interest

The authors have declared no conflict of interest.

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