

# Presenting a strategic entrepreneurship model in the field of urban e-governance

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**Abstract**

The aim of this research is to present a strategic entrepreneurship model in the field of urban e-governance. The present research is fundamental-applicable in terms of its purpose, and qualitative in terms of its implementation and based on data-based theory. The statistical population of this research includes 12 experts and entrepreneurs in the fields of information technology and urban management who have a history of entrepreneurial activity in these fields, selected by theoretical sampling. The research collection tool is a semi-structured interview. The data-driven method was used to analyze the data. The research results show that the development of strategic entrepreneurship in e-governance requires simultaneous attention to the components of the three levels of business, national and international. The components of the business and national levels act as a basis and facilitator of the international components. Specifically, the creation of hardware and software infrastructures at the national level and attention to macroeconomic stability strengthens the competitive advantage at the international level. Also, the growth of the domestic economy is essential for penetrating international markets and forming international firms.

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## Extended Abstract

### Introduction

Entrepreneurship, as a new phenomenon in the economy, plays a decisive role in improving and promoting the performance of organizations in a wide range and in a multi-sided interaction with the market. Entrepreneurship is a dynamic process in which an entrepreneur, by identifying new opportunities, achieves a new idea and, by acquiring the necessary resources and accepting the risk, launches a new business, which results in providing a new product or service to society (Ahmadpour & Karimi, 2015). Increasing employees' willingness to act entrepreneurially is essential for organizations to create new knowledge and convert it into new products and services, and to compete for profitable opportunities. In fact, organizations will perish without people who have entrepreneurial thinking. Therefore, entrepreneurship research should be directed towards examining this tendency in employees and testing the factors affecting it (Balachandra & Dublith, 2019). Given the importance of entrepreneurship, this concept has undergone changes and should be viewed with a macro approach. Strategic entrepreneurship involves carrying out entrepreneurial activities with a comprehensive and long-term perspective (Ghaffari et al., 2023). Strategic entrepreneurship is a process that simultaneously seeks opportunities and competitive advantages to create entrepreneurial strategies and create value. Therefore, the integration of entrepreneurship and strategic management knowledge is called strategic entrepreneurship (Rajabpour et al., 2023). On the other hand, good urban governance, as a category that has long been a topic of discussion about the effectiveness of governments, has been once again considered and scrutinized in recent years and, in a sense, has played a fundamental role in legitimizing governments. The concern for expanding the volume and quality of services expected by society and its various sectors has added to the difficulty of realizing good governance and defined requirements for it; to the extent that it seems that only through the application of new information and communication technologies can we hope to realize the indicators of good governance in a society (Valizadeh & Dadashpurmoghaddam, 2019). Therefore, we are seeking to answer the question: what is the strategic entrepreneurship model in the field of urban e-governance?

### Theoretical Framework

#### Entrepreneurship

The word entrepreneurship originates from the meaning of commitment. Entrepreneurship as a new organizational insight, culture, and approach is one of the most important interdisciplinary achievements of economic, social, management, and psychological sciences in the past few decades, which has received serious attention from governments and policymakers in all countries, first in manufacturing and industrial organizations and then in other social and service organizations (Agwu & Onwuegbuzie, 2018).

#### Strategic Entrepreneurship

Strategic entrepreneurship is an integrated approach that integrates entrepreneurial and strategic management in the design and implementation of profitable strategies. This approach, by utilizing knowledge of resources and processes, enables rapid decision-making that is compatible with environmental changes and seeks to create a balance between searching for new opportunities and maintaining existing competitive advantages (Ziyae & Vagharmousavi, 2021).

Parvin et al. (2024) examined the foresight of digital governance in line with urban smartization with a sustainability approach based on scenario writing at the level of the country's metropolitan cities. Based on the results obtained, the first scenario is the best in the areas of smartization, participation, transparency, structural arrangements, integration, culture,

and sustainability, and the sixth scenario (and to some extent the fifth scenario) represents the worst possible scenarios. The second to fourth scenarios are based on minimal changes in the main factors and showed progress in only one factor and regression in one factor. The research results showed that capacity building to create the right to access information, increase lawfulness, discipline urban management mechanisms, strengthen internal platforms for networking and securing information in line with urban smartization can be implemented through the implementation of a good digital governance model.

Safari Nematieh et al. (2024) investigated the role of strategic entrepreneurial leadership on value creation and acquisition by mediating open innovation. The results showed that the mediating effect of open innovation is confirmed in the relationship between strategic entrepreneurial leadership and value creation and acquisition. In testing the sub-hypotheses, the effect of strategic entrepreneurial leadership on value creation and acquisition and open innovation is confirmed, and the effect of open innovation on value creation and acquisition is also confirmed.

### **Research Methodology**

The present study is fundamental-applicable in terms of purpose, and qualitative in terms of implementation and based on grounded theory. The statistical population of this study includes 12 experts, entrepreneurs in the fields of information technology and urban management who have a history of entrepreneurial activity in these fields and were selected by theoretical sampling. The research collection tool is a semi-structured interview.

### **Research findings**

The grounded theory method was used to analyze the data. The results of the study show that the development of strategic entrepreneurship in e-governance requires simultaneous attention to the three levels of business, national, and international. The business and national level components act as a basis and facilitator for the international components. Specifically, the creation of hardware and software infrastructures at the national level and attention to macroeconomic stability strengthen the competitive advantage at the international level. Also, the growth of the domestic economy is essential for penetrating international markets and forming international firms.

### **Conclusion**

The present study was conducted with the aim of presenting a model of strategic entrepreneurship in the field of urban e-governance. The results of this study are consistent with the results of Shahram Far (2021), Salatin (2020), Paek et al. (2018), Oana-Ramona et al. (2021), Colabi & Yaghoubi (2022), Rezazadeh et al. (2016), Parvin et al. (2024), Safari Nematieh et al. (2024), Xin et al. (2023), Bashir & Vij (2023), Colabi & Yaghoubi (2022), Oana-Ramona et al. (2021), and (Yari & Shayannia (2021). The results of the study (Shahram Far, 2021) showed that strategic management and entrepreneurial leadership have an impact on government support policies, financial resource management, and the establishment of an entrepreneurial culture. These factors also affect strategic entrepreneurship and strategic entrepreneurial thinking.

According to the results obtained, the following suggestions are made:

Based on the outputs of the model, it is suggested that entrepreneurship planners and policymakers provide the basis for the development of e-governance. The development of e-governance provides conditions for entrepreneurs to conduct extensive research in the field of entrepreneurship.

Also, according to the results of the research, policymakers and planners should consider many factors for the development of strategic entrepreneurship. Factors such as creating infrastructure and superstructures of companies and organizations are very important and provide a platform for the growth of entrepreneurship. Therefore, it is recommended to provide the necessary platforms in this regard.