

Entrepreneurship in small and home-based businesses: A program beyond technology and innovation:

Research in the field of entrepreneurship development in local small and home-based businesses has often focused on three areas: creating technological and local infrastructures, entrepreneurial education facilities, and financial and monetary facilities. In such a way that all government policies related to this field can be categorized in these three areas. This is why the perception of entrepreneurship in these areas has been closely linked to the concept of innovative computer-based ideas or internet applications. However, entrepreneurship in local small businesses is not only dependent on technological issues, but also on innovative topics. In the technological perspective on entrepreneurship development in nascent home-based and small businesses, proposed ideas are limited to computer-based tools such as software and applications. Meanwhile, the approach to innovation in this area emphasizes the creation of problem-solving processes and social and economic values within the local community. In other words, although technology is the most common form of innovation creation in developing countries, innovation has other dimensions and forms, such as organizational innovation or marketing innovation, which are not only instrumental but also managerial and social aspects. In global literature, innovation has been defined as the selection of the right ideas and the proper implementation of the process of transforming it into a product or service, as well as processes for achieving economic growth, and it has various types, including product innovation, process innovation, position innovation, and pattern innovation.

Therefore, it can be said that despite the fact that innovation has been recognized as one of the main pillars of entrepreneurship in small and innovative businesses in various dimensions in global literature, in Iran, this concept has been replaced with the concept of technology, which is merely seen as a tool for entrepreneurship. This means that the entrepreneurship ecosystem in home-based businesses and small businesses in Iran has been limited to technological infrastructures such as IT, while based on global theoretical foundations, there are more advanced ideas based on the concept of innovation that can help local small business owners in the development of their operational and self-employment fields. The government, by implementing operational programs in the field of innovation in small and local businesses, can not only expand the technological tools of these businesses but also transform the quality of processes and problem-solving ideas in this field. Considering the different conditions and diverse characteristics of home-based businesses and small and innovative businesses in different regions of the country, the following diverse and context-specific programs can be proposed:

- Gradual innovation program in home-based and local small businesses: In this program, the necessary conditions for small changes based on the existing business model and technology are provided for small businesses in areas where infrastructures and general knowledge are limited.
- Penetrative innovation program in home-based and local small businesses: In this program, capital, time, and efficient human resources are developed in geographical areas with initial physical and technological infrastructures.
- Accelerated innovation program in home-based and local small businesses: In this program, the focus is on simultaneously utilizing innovative business models and new technologies. This program can be implemented in areas where skilled human resources and technological infrastructures are available.