




Recognizing and Analyzing the Effective Structures on Sustainable Entrepreneurship with a Cost-Effective Innovation Approach in the Development of Palm Conversion and Complementary Industries

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Abstract

Sustainable entrepreneurship presents the impact of the inherent complexities of simultaneously producing social, environmental and economic value, as well as considering the needs of future generations. Cost-effective innovation is an innovative solution to limited resources for the production of goods and services and low-cost products. while providing quality to meet the needs of low-income customers living in resource-constrained environments. This research deals with the relationship between sustainable entrepreneurship and cost-effective innovation in date processing and complementary industries. It has been collected using statistics and information for date processing and supplementary industries units that are active in three fields of marketing, packaging and processing of date products in Kerman province. To analyze the results of research using SPSS software and structural analysis using Amos software and the role of cost-effective innovation in the development of sustainable business processes in date processing and finishing industries has been investigated. In cost-effective innovation, "Environmental" factor has the highest effect of 0.61, "Social" factor with factor loads of 0.18 has the lowest effect, and "Date product processing" factor has the highest effect with factor load of 0.95 and packaging has the lowest effect with factor load of 0.74. in sustainable entrepreneurship in transformation and complementary industries.

Keywords: Cost-Effective Innovation, Palmconversion and Complementary Industries, Sustainable Entrepreneurship.

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Introduction

Given the globalization process and the economic dynamism of most countries, organizations must strike a balance between economic, social, and environmental concerns. Companies urgently need to find ways to integrate sustainability into their business strategies, internal culture, and all stages of the value creation process. Research on sustainable entrepreneurship has so far emphasized a conceptual distinction from traditional entrepreneurship. Our goal is to uncover its potential drivers. Previous research suggests that sustainable entrepreneurship should generate benefits in addition to the traditional aspect of economic, social, and environmental rents. A number of challenges in sustainable entrepreneurship are associated with it, including access to funding, information asymmetry, customer awareness, and government support. Agricultural entrepreneurship is defined as an attempt to diversify production and move away from the mode of raw material production in the product supply cycle and towards production for the market, providing services to other farmers and rural workers, and using the agricultural capacities of farms to create jobs. On the other hand, the most important goals of entrepreneurship development in agriculture can be considered to be the modernization of the small-scale agricultural structure and the creation of a new agricultural environment in order to develop new jobs in rural areas. Due to the high amount of date waste in Iran and the lack of sufficient processing and finishing industries, a significant amount of it is destroyed every year. Among agricultural products, dates are one of the most important horticultural products in Iran and one of the strategic products for our country. The transformation and complementary industries of the agricultural sector and its special position in the national economy include: helping to achieve food security, helping to increase non-oil exports, facilitating access to sustainable rural development, and a high share of private sector investment. To provide a way forward in stimulating sustainable entrepreneurship, we advocate for cost-effective innovation as a source of sustainable business outcomes, especially in a context where resources are limited. Pursuing such business opportunities is challenging. Cost-effective innovation is a solution with scarce resources and developed under constraints of financial, technological, and material or other resources, but sufficiently meets the needs of customers who are unable to afford the necessary costs. FI is committed to providing innovative solutions and low-cost, yet high-quality products to meet the needs of low-income customers living in resource-limited environments. According to FL, markets can engage and benefit people who have traditionally been excluded or even exploited by dominant market systems, such as the poor, women, and other marginalized groups. According to the above, the hypotheses of this research are: What are the components of sustainable entrepreneurship in the development of date processing and complementary industries? Is there a significant positive relationship between the components of innovation that are conducive to the development of date processing and complementary industries?

Methodology: The statistical population of this study is 200 people who are active in the field of marketing, packaging and processing of date products in Kerman province. The sample size was determined by the Cochran formula and simple sampling method to be 155 people. The data collection tool was a researcher-made questionnaire with 58 items, which were scored in three parts: transformation and complementary industries, sustainable entrepreneurship and cost-effective innovation, with a 5-point Likert scale (I completely agree = 5, I agree = 4, I have no opinion = 3, I disagree = 2 and I completely disagree = 1). To examine the validity of the questionnaire, experts' opinions were used, and to determine the reliability, Cronbach's alpha was used, and the values of the obtained measurements were higher than 0.70, and the reliability was also approved.



Findings

A total of 155 employees of the date processing and packaging industries workshops, 12.9% with a frequency of 20 people in the 20-30 group, 27.1% or 42 people in the 30-40 age group, 36.8% with a frequency of 57 people in the 40-50 age group, 16.8% with a frequency of 26 people in the 50-60 age group, 2.5% with a frequency of 2 people in the 70-80 age group. People with elementary education 7 people with a frequency of 4.5%, 1 person with a high school degree 0.6%, 47 people with a diploma with a frequency of 30.3%, 53 people with a postgraduate diploma with a frequency of 34.2%, 24 people with a bachelor's degree with a percentage of 22.5%, and 22 with a master's degree and higher with a percentage of 7.9% constitute our statistical population. In order to examine and fit the data to perform factor analysis, the Bartlett test and the index (KMO), whose value fluctuates between zero and one, are closer to one (more than 0.825), indicating the fit of the data to perform factor analysis. The value calculated for the Bartlett test is also judged by the significance level of the χ^2 distribution (Chi-square). According to the table, considering the significance number of the (KMO) test (0.825 is greater than 0.6) and the significance number of the Bartlett test is 0.000, which is less than 0.05, the data is suitable for factor analysis. Based on the results extracted from this confirmatory factor analysis, each of the options is placed in specific ranks according to their specific value. In social factors, the component "local knowledge" with a factor loads of 0.82 is in the first priority, and "managers' acceptance of new ideas" with a factor load of 0.51 is in the last priority. In environmental factors, the component "environmentally friendly packaging" with a factor load of 0.86 is in the first priority, and the component "less and long-term production" with a factor load of 0.69 is in the last priority. In economic factors, the component "financial incentives" with a factor load of 0.84 and the component "date processing export" with a factor load of 0.58 are in the last priority. Based on the results extracted from the confirmatory factor analysis, each of the options is ranked in specific ways according to their specific values. In cost-effective innovation, the "environmental" factor has the highest impact of 0.61, the "social" factor has the lowest factor loading of 0.18, the "date product processing" factor has the highest impact of 0.95, and packaging has the lowest impact of 0.74 on sustainable entrepreneurship in date processing and complementary industries.

Discussion and Conclusion

According to the research results, the components of innovation culture, environmental culture, sustainable marketing, and sustainable employment have a significant relationship with sustainable entrepreneurship in date processing and finishing industries, which shows that cost-effective innovation training should be prioritized for promotion. Sustainable entrepreneurship will fail in date processing and finishing industries without considering these factors. When faced with various problems and crises, using creative and innovative methods is a smart response. This is more important for developing countries, especially a country like Iran, whose people always live with crises. One method of innovation for such issues is frugal innovation. Of course, it should be noted that this method of innovation is not specific to responding to the needs of the vulnerable. Rather, many advanced countries and modern industries also benefit from it. Frugal innovation is the process of reducing the complexity and cost of goods and producing various products to meet needs at the lowest cost. In this method of organizational innovation, an effort is made to ultimately improve innovation performance through an innovation strategy based on scarcity marketing.



Resources

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