

Providing a Home Business Model with a Focus on Entrepreneurial Knowledge (Grounded Theory Approach)

Orang Taheri¹, Akbar Alemtabriz^{2*}, Ruhollah Samiei³, Davood Samari⁴

1. PhD student, Department of Entrepreneurship, Aliabad Katul Branch, Islamic Azad University, Aliabad Katul, Iran.
2. Professor, Department of Management, Shahid Beheshti University, Tehran, Iran.
3. Assistant Professor, Department of Management, Aliabad Katul Branch, Islamic Azad University, Aliabad Katul, Iran.
4. Associate Professor, Department of Agriculture, Karaj Branch, Islamic Azad University, Karaj, Iran.

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Purpose: The purpose of this research was to achieve a comprehensive model of home businesses and conceptualize it in the form of knowledge theory.

Methodology: From the point of view of the objective, the current research is a part of applied research and from the point of view that none of the variables in this study are subject to modification or manipulation; it was a non-experimental (descriptive) research. Finding the required information with 15 key informants, an exploratory interview was conducted, the sampling process was purposeful and strategic and will continue until the process of analysis and discovery reaches theoretical saturation. Data analysis was done based on open, axial and selective coding using Atlas t.i software.

Findings: A total of 207 initial conceptual propositions were obtained from the interviews in the open coding stage. Unfavorable economic status of the family, low education and inability to be employed in government bodies, coercion of the father during childhood, the need to supervise and care for children, the need to be with the family more, and low and insufficient initial capital to start working in the market, including The causal factors have been the entry of people into home business; The most important theoretical finding of this research is related to the fact that home business owners are more inclined towards businesses that are related to their previous knowledge.

Conclusion: The findings show that in the phenomenon of home business and the success of the owners of these businesses, 4 components are effective as described, causal factors, underlying conditions, action strategies and outputs, which are actually research innovation. It is especially evident in causal factors

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* Corresponding Author Email: a_tabriz@sbu.ac.ir

1. Introduction

One of the most important actions that policymakers in developed and developing countries have taken in order to develop the business environment; it is the basis for the prosperity of businesses that operate in the place of residence (Dwelly, Maguire, Truscott, 2005). With the development of business and communication technologies, "working at home" is now possible in a wide range of businesses. . As the accessibility and efficiency of these technologies expand beyond urban centers, this has increasing implications for rural areas as well (Szerb, Acs, et al, 2013).

Issues such as the psychological and behavioral characteristics of people, such as the desire for independence, personal success, etc., on the one hand, and the desire to be more present with the family in order to take care of children and other family members, especially for women, are among the issues. Starting a home business helps. The research literature points to the fact that there are three main reasons for starting a home business: 1) cost minimization, 2) the nature of the business that does not require a business location, and 3) convenience, for example with minimal Bringing travel time (Bosworth, Newbery, 2010). Other reasons, especially for women, include childcare and other family needs and the flexibility offered by working at home, which provides a better work-life balance and quality of life (Baeta, Andreassi, 2021).

Home-based businesses include two types of businesses: (Baeta, Andreassi, 2021) those that conduct most or all of their activities in a residential home and (2) those that operate from outside the home, but do a large part of their activities at home, is done (Paige, Littrell, 2002).

The scope of influence of what is known as the revolution of home entrepreneurship is not limited to large and densely populated cities, and 11.2% of entrepreneurs whose place of residence is also known as their place of business live in small urban and even rural areas, this situation For industrialized and developed countries such as the United States, it is around 52%, in other words, 52% of all small businesses operating in the United States are located in small cities (Masuo, et al, 2001). Also, 59% of British businesses are based at home (Dwelly, Maguire, Truscott, 2005).

However, one of the most important reasons that people move towards a certain type of home business is their previous knowledge in certain areas of business activity, because the knowledge of entrepreneurship in a specific field leads to the emergence of entrepreneurial awareness and brings the ultimate understanding and better identification of entrepreneurial opportunities (Musket, & Woods, 2005). The main point of interest in opportunity research is why certain people discover opportunities while others ignore them (Christensen, 1987). Prior knowledge as a high-level cognitive ability is important in identifying and pursuing opportunities. Individual cognitive process is formed in identifying opportunities through past life experiences. Different people discover different opportunities based on their specific method of gathering and processing information. Prior knowledge of the market, prior knowledge of customer service methods, and prior knowledge of providing solutions to customer problems, as the three main dimensions of prior knowledge, are of great importance in the entrepreneurial discovery of opportunities (Gritzmacher, Stafford, Smith, 1989). Also, people's current job, work experience (Böhm, 2004) and technological knowledge (Birks, Chapman, Facmhn, 2014) are general resources in facilitating opportunity discovery. Knowledge is an important component that increases the ability to identify opportunities (Pike, Rodriguez-Pose, Tomaney, 2006).

Gaining knowledge about the market helps entrepreneurs to identify suitable ideas and provide more appropriate proposals related to real opportunities. In Iran, the development and promotion of entrepreneurship, especially in the areas of relatively small cities and villages as areas with a high level of human and material capacities; and natural, is one of the serious needs of the society and according to experts and specialists, in the current conditions of the country, the best way to create employment and solve the problem of unemployment in these areas is to develop an entrepreneurial culture (Smith, Hutchinson, 1994) (in this context, pay attention to The category of entrepreneurship and strengthening the spirit of home-based entrepreneurship (home business) deserves attention (Szerb, Acs, et al, 2013). Therefore, in this research, the researchers decided to provide a business model in the country with a qualitative approach, considering entrepreneurial knowledge, In this regard, in the second part of the research, to investigate. We will discuss the theoretical foundations and the background of the research done in this direction; then the research

methodology will be examined and in the next step we will discuss the research findings; and finally, conclusions will be drawn and suggestions will be presented from the perspective of policy making. Home businesses: research on the economic issue of home businesses on issues such as the contribution of these businesses to the local economy; Creating employment (Masuo, et al, 2001), the location of home businesses, the type of work done at home; The discussion of added value (Hutchinson, Mengersen, 1989) creating wealth and home business income for owners and wages for their employees has been the subject of many researches in the field of small and medium businesses (Muhr, 1998).

Some thinkers consider home business entrepreneurship as "any type of business in which the sale of products or services to the market is carried out by a self-employed individual, who may or may not have other employees besides himself, and use the assets in his residential property as the primary basis of his activity" (Gonzalez, Gray, 2021). This comprehensive definition includes traditional home business sectors, including agriculture, handicrafts and provision of tourist accommodation on the one hand; and unexpected areas such as energy, water are on the other side. In fact, in the light of global economic dynamics, and the increase of outsourcing on an international scale, the supply of knowledge-based services for home businesses anywhere in the world has expanded (Christensen, 1987). Also, some home business experts consider the home as a growth center for new and young business owners (Dwelly, Maguire, Truscott, 2005). They are based in homes (Bosworth, G., & Newbery, 2010). According to some, home businesses are mainly said to be attributed to those business operations that are primarily conducted in a private residence or are concentrated in a home foundation (Christensen, 1987).

Table No. (1) Shows the definitions of different scientists and the common aspect of the definitions of home business.

Table 1. Definitions of home businesses from the perspective of different authors

Author (year)	Definition	the main point
(Galloway & Kapasi, 2014)	Any business or self-employed person who uses the property in his residential house in order to create and develop a business and ultimately earn income.	Using personal assets and residential property as capital
	They know any type of business in which the sale of products or services to a market is carried out by a self-employed person, who may or may not have other employees besides himself and from the assets in his residential property as the primary basis. Use your activity	Using personal assets and residential property as capital
(Mason, Carter, & Tagg, 2011)	Home businesses are primarily used to refer to those business operations that are primarily conducted in a private residence or are centered in a home foundation.	Few employees
(Musket & Woods, 2005)	Home businesses are considered "basically home" as a growth center for new and young business owners.	Using personal assets and residential property as capital
(Newbery and Bosworth, 2010)	A type of business in which a person performs entrepreneurial activities from the assets in his residential property as the basis of owning his residential property, and his colleagues are mostly family members and rarely hire anyone from outside the family. .	Using the power and solidarity of the family

Entrepreneurial knowledge: knowledge can be considered as one of the sources of information acquisition. The information needed to take advantage of entrepreneurial opportunities can be from sources that are available to everyone. However, recognizing the existence of an entrepreneurial opportunity in the information obtained by each individual requires specific knowledge of time and place. Holcomb states that there is a direct relationship between entrepreneurship and knowledge. Some, by examining entrepreneurs active in incubators, concluded that the probability of entrepreneurs taking advantage of opportunities increases when they have more knowledge about customer demand for new products and more developed technologies, as well as higher management capabilities (Musket, Woods, 2005).

Sharing and exchanging knowledge provides a suitable environment for entrepreneurial activity. Harper states that it is very appropriate for people to invest in activities that lead to the creation of an environment for the emergence of entrepreneurial opportunities. Efforts to search for information, investing in human capital and systematic search are not entrepreneurial actions in themselves, but lead to the formation of an environment where the probability of entrepreneurial insights increases. Research and development activities that include entrepreneurial insights can be approached in different ways. Research and development activity is not entrepreneurship, but businesses can create an environment that ends in entrepreneurial discovery by investing in research and development. Since entrepreneurs discover unexploited profitable opportunities, entrepreneurship is more likely to occur where the recognition of profitable opportunities is facilitated (Renko, Shrader, Simon, 2012). The first condition is that it is a profitable opportunity. If high taxes or strict regulations make profitability impossible, there will be little incentive to act on entrepreneurial opportunities. Furthermore, if the price level is erratic and unstable and prices do not reveal much information, it becomes more difficult for entrepreneurs to distinguish between opportunities for net profit from price differences resulting from inflation. Therefore, having a market with a free structure is an important prerequisite for entrepreneurial activity. In itself, understanding the origin of entrepreneurial opportunities, as a guide for the formation of economic practices, is of great importance in success. Investigating the origin of entrepreneurial opportunities from a scientific point of view helps to develop Kerzner's theory of entrepreneurship. Kerzner focused on the actions of entrepreneurs in response to entrepreneurial opportunities. Kerzner's entrepreneurship theory is completed by stating that entrepreneurial actions are the main cause of creating new entrepreneurial opportunities (Pandit, 1996).

2. Methodology

From the point of view of the objective, the current research is a part of applied research and from the point of view that none of the variables in this study are subject to modification or manipulation, it is a non-experimental (descriptive) research, in this research to achieve exploratory interview was conducted with 15 key informants, the sampling process was purposeful and strategic and will continue until the process of analysis and discovery reaches theoretical saturation. The process of theoretical saturation for the data of the present research can be seen in a summary form in diagram number (1). In this diagram, the vertical axis indicates the number of new concepts identified during the interview, and the horizontal axis indicates the number of interviews. As it is clear in the diagram, the number of new codes gradually decreases in new interviews, so that no new code has been found since the 12th interview, and thus the researcher has reached theoretical saturation in the codes, but with the aim of ensuring data saturation. Yes, the interview continued until the 15th person.

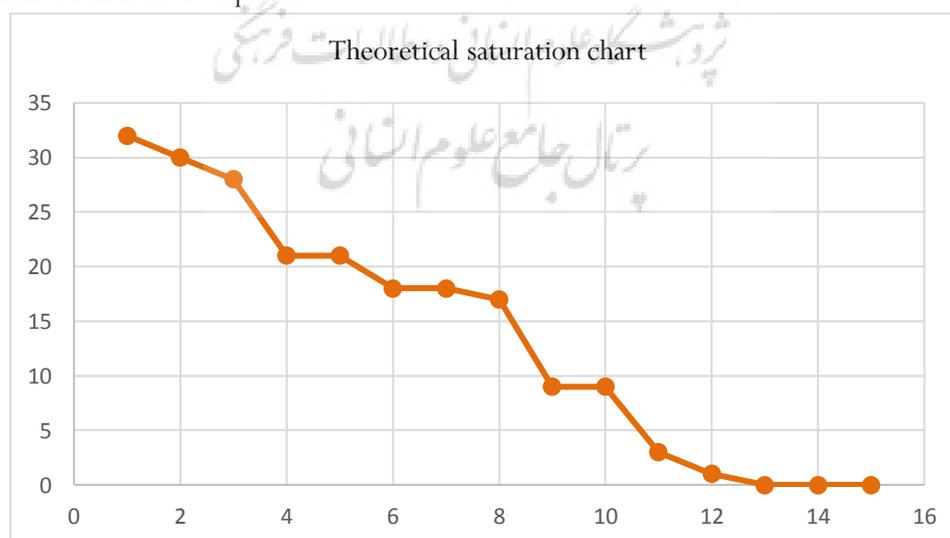


Diagram 1. Theoretical saturation process diagram

The validity of the interview protocol was examined based on its form and content validity analysis from the point of view of 6 experts active in the field of qualitative research, and the results of this section are summarized in the table below. In general, in the interview method, validity should be for each of the seven stages of the research should be considered so that the obtained results are reliable and reliable.

Table2. Form and content validity evaluation of the preliminary questionnaire

	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6
Essay questions and items	5	4	4	5	4	5
Adaptation of questions or items to specified structures	5	3	3	3	4	3
Adaptation of questions or items to research axes	4	4	5	5	5	4
Adequacy of questions or items to cover research objectives	4	5	3	5	4	3
The need to remove or add to questions or items	5	4	3	4	3	5
Average scores (according to experts)	4.6	4	3.6	4.4	4	4
average				4.3		
Validity percentage				0.85		

The calculated value, the validity percentage for this questionnaire is equal to 0.85. According to Fang et al.'s opinion, this validity level is at an acceptable level, also using the method of agreement between two coders; a reliability rate of 80% has been given for the compilation tool. This reliability rate in qualitative research is 0.6 according to an acceptable amount of researchers (Rogoff, Lee, Suh, 2004). Grand theory is used in this research, So that it has been done in three stages of coding (open, personal and selective coding) by using inductive capability, Also, in this research, to code the research data from the Atlas software. T version 6 is taken.

3. Findings

The demographic characteristics of business people in this study are as follows.

Table3. Demographic characteristics of interview participants

Row	Interviewees	Demographic characteristics					
		Age	gender	Level of Education	work experience (Year)	Number of businesses launched so far	Business Type
1	P1	Female	35	diploma		2	Gardening
2	P2	Female	30	High school	20	3	baking sweets
3	P3	Female	45	BS	5	1	Clam making
4	P4	Female	57	diploma	22	1	baking sweets
5	P5	Female	50	BS	37	1	baking bread
6	P6	Man	37	High school	31	1	Recycling and waste
7	P7	Man	29	Associate Degree	19	1	Production of waste recycling machine
8	P8	Female	27	BS	4	3	baking sweets
9	P9	Man	32	Master's degree	9	3	beekeeping
10	P10	Man	34	BS		1	Painting and teaching painting
11	P11	Man	25	BS	18	1	Making stone jewelry
12	P12	Female	24	BS	6	2	honey packaging
13	P13	Man	31	diploma	12	2	Production of engraved leather bags

14	P14	Female	28	High school	12	1	Dry fruit production
15	P15	Man	41	Master's degree	3	2	Handicrafts

Therefore, it can be concluded that the participants in the interview participants were at an acceptable level in terms of performance. From the interviews conducted with the informants, a total of 245 initial conceptual propositions were obtained in the open coding stage. In the next neighborhood, 207 final codes were obtained by merging the obtained codes and removing irrelevant and redundant items. Here, in order to avoid procrastination, we will not mention all the conceptual propositions of the open coding stage and we will show the part of the counted codes in the form of the following table.

Table4. Examples of open codes counted from the interview process

Row	Open source	Interview number															Total
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1	Unions	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	2
2	Avoiding employment	1	0	0	0	0	1	0	1	0	0	0	0	0	0	0	3
3	Feeling useful	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	3
4	Product presentation at the exhibition	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	2
5	Presentation of portfolio	1	0	0	1	0	0	0	1	0	1	0	0	1	0	0	5
6	Continuous communication with customers	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	2
7	Value proposition	0	0	0	1	0	1	0	0	0	1	0	0	0	0	1	4
8	Send by post	0	1	1	0	1	0	0	0	0	0	0	1	0	0	0	4
9	Send by courier	0	1	0	0	1	1	0	0	0	0	0	0	0	0	0	3
10	Posting	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	3
11	Welcome to the market	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0	3
12	Entrepreneurial passion	1	0	0	1	0	0	0	1	0	0	0	0	1	0	1	5
13	The originality of the work	1	0	0	0	0	0	0	1	0	0	1	1	0	1	0	5
14	Correct errors	0	1	0	1	0	0	0	0	0	0	1	0	0	1	1	5
15	Notification through events	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	2
16	Notification through the virtual network	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	3
17	Production tools information	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	2
18	Climatic information of customers	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	2
19	International market information	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	2
20	Resource supply information	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2
21	Customer contact information	0	0	0	1	0	1	0	0	1	0	0	0	0	0	0	3
22	Information of distributors	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	2
23	Information about local tastes	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	2
24	Customer lifestyle information	0	0	0	1	1	0	1	1	0	1	0	0	0	0	0	5
25	Market taste information	0	0	0	0	0	0	1	0	0	1	1	0	0	0	1	4
26	Trade information	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	2
27	Employee dissatisfaction information	0	0	1	1	0	1	0	0	0	0	0	0	0	0	1	4
28	Work process information	0	0	0	0	1	1	1	0	0	1	0	0	0	1	0	5
29	Product technical information	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1

30	Competitors' price information	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	3
31	Product price information in the market	0	0	0	0	0	0	0	1	1	0	1	0	0	0	0	3
32	Information related to customer needs	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	2
33	Human resources information	0	0	0	1	0	0	1	0	0	1	0	0	0	1	0	4
34	Information on raw materials	0	0	0	0	1	0	1	0	0	0	0	0	0	1	0	3
35	Trust in the forces	0	1	0	0	0	0	0	0	0	1	0	1	0	0	0	3
36	Customer trust	0	0	0	0	0	1	0	1	1	0	1	0	0	0	0	4
37	trust building	0	1	0	1	0	0	0	1	0	0	1	1	0	0	0	5
38	Modeling from international examples	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	2
39	role model	0	0	1	0	0	0	1	0	0	0	0	0	0	1	0	3
40	Doing sample work	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	3
41	Market size	0	0	0	1	0	0	1	0	0	0	0	0	0	1	0	3

At this stage, it is intended to connect classes that are at a high level of abstraction to sub-classes that are at a lower level of abstraction. At this stage, the axial coding method introduced by Bohm (2004) was used, which includes 4 categories of codes: 1- Causal conditions, 2- Contextual conditions, 3- Action strategies and consequences. The results of this step are displayed in Table 5.

Table 5. Axial coding

Row	main floor	Open source
14		Tendency to independence
15		Tendency to create employment
16	Causal preconditions	Tendency to grow
17		corner of the market
18		Dissatisfaction with the current situation
19		Value proposition
20		The originality of the work
21		Production tools information
22	Axial floor	International market information
23		Resource supply information
24		Customer contact information
25		Information of distributors
26		Information about local tastes
67		Product presentation at the exhibition
68		Presentation of portfolio
69		Continuous communication with customers
70		Correct errors
71		Notification through events
72	Action strategies	Notification through the virtual network
94		market research
95		Implementation of new ideas
		Customer satisfaction follow-up
111		Continuous interaction with the customer
112		Determining the optimal size of demand

113		Contact potential customers
148		Accompanying the customer during the work process
149		Cooperation with large organizations
150		Cooperation with other organizations
151		Unions
152		Welcome to the market
153		Trust in the forces
154		Customer trust
155	Background factors	Market size
156		Suppliers of raw materials
157		Previous experience
158		Variety of previous experiences
159		Variety of activities
176		Climatic information of customers
177		Confirmation of others
178		Intellectual property rights
179	Intervening conditions	Obtaining permits
180		Market trends
181		Natural shocks
182		Legal barriers
183		Feeling useful
184		Creating employment
185		generate income
186		sustainability
187		Maintaining employment
188		Preservation of human resources
189	consequences	Acquire market knowledge
190		Acquiring knowledge related to production processes
191		Product quality
192		Customer loyalty
193		Learning from failure

Selective encoding:

The last step in grounded theory data analysis is selective coding. It is a process through which the identified classes are linked to the central class and provide the final basis for the foundation data theory, in other words, it is a process in which a central class is selected and the other classes are systematically selected. It has been connected, accredited relationships, and classes that need further refinement and development are fruitful (Corbin, Strauss, 1990). In this study, considering that the goal is to achieve a home business model centered on entrepreneurial knowledge Therefore, the organization of the final model and the layout of the final floors have been done around the business model with its 9 dimensions and considering entrepreneurial knowledge. The results of this activity are presented in the table below.

Table6. Selective coding

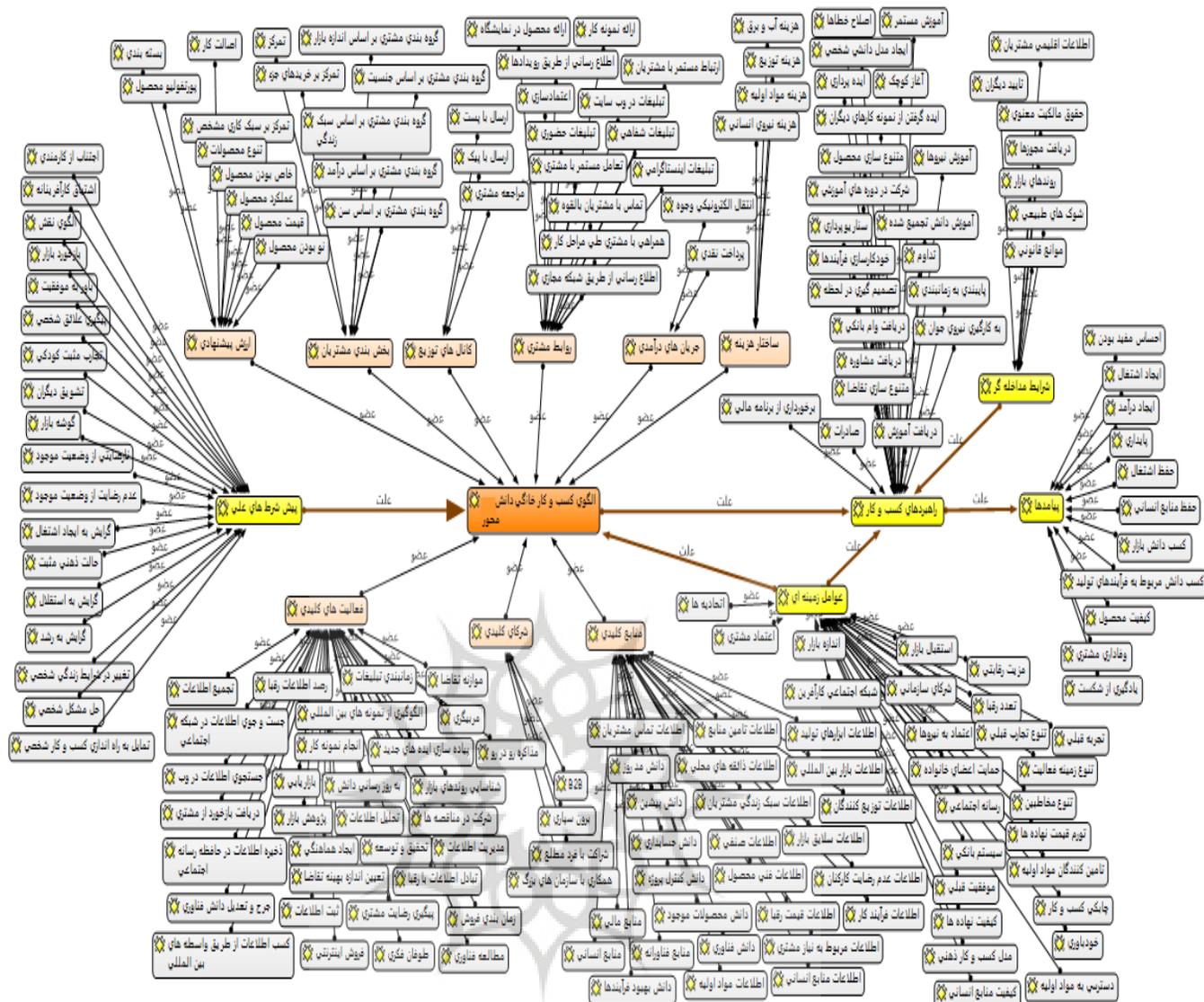
Main floors	Open source
	Avoiding employment
	Entrepreneurial passion
	role model
Causal preconditions	Market feedback
	Believe in success
	Pursuing personal interests
	Positive childhood experiences
	encouraging others
	Change in personal life conditions

	Desire to start a personal business
	Positive state of mind
Value proposition	Newness of the product
	Product performance
	Product price
Customer segmentation	Focus on a specific work style
	Customer grouping based on age
	Focus
Distribution channels	Focus on component purchases
	Customer reference
	Customer reference
	Send by post
Customer relations	Notification through events
	Advertising on the website
	Word of mouth advertising
	Continuous interaction with the customer
	Contact potential customers
	Accompanying the customer during the work process
Key activities	Searching for information in social networks
	Searching for information on the web
	Receiving feedback from customers
	Saving information in social media memory
	Monitor competitors' information
	Sales schedule
	Advertising schedule
	Participation in tenders
	Identification of market trends
	brain storm
	a coach
	Technology study
	demand balance
Key partners	
	Cooperation with large organizations
	Partnership with an informed person
Key sources	Trade information
	Employee dissatisfaction information
	Knowledge of process improvement
	prior knowledge
	Accounting knowledge
	Technological knowledge
	Project control knowledge
	Knowledge of existing products
	Modern knowledge
	Human Resources
Technological resources	
	Financial resources
Income streams	Electronic funds transfer
	Cash payment
Cost structure	The cost of water and electricity
Business strategies	Employment of young people
	Adherence to the schedule
	continuity
	Decision making in the moment
	Automation of processes

	Receive training
	Get advice
	Receive a bank loan
	Scenario planning
	Participation in training courses
	Export
	demand diversification
	Product diversification
Background factors	Support of family members
	Self-belief
	Access to raw materials
	Social media
	Banking system
	Social network of entrepreneurs
	Organizational partners
	The quality of human resources
	Quality of inputs
	Mental business model
	Competitive advantage
Intervening conditions	Previous success
	Natural shocks
	Legal barriers
consequences	Maintaining employment
	Preservation of human resources
	Acquire market knowledge
	Acquiring knowledge related to production processes

In the next diagram, the final model extracted from the qualitative part of the research is presented.

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4. Discussion

As stated in the preliminary part of the research, the purpose of the current research was to achieve a comprehensive model of home businesses and conceptualize it in the form of knowledge theory. A review of the existing research literature in this field showed that the existing definitions only focused on the obvious angle of the problem and did not pay attention at all to why a person in a city or a village moves towards what is known as a home business. Therefore, the researchers in this research aimed to reveal the hidden areas of this category with a qualitative approach based on grounded theory or data-driven theory (GT), so to collect data with 15 home business owners and key informants of this. An exploratory interview was carried out for businesses. The sampling method was purposeful and based on "theoretical saturation". Data analysis was done based on open, axial and selective coding. In total, 207 initial conceptual propositions were obtained from the interviews in the open coding stage, and finally in the selective coding stage, propositions that reflect the generalized relationships of the categories show that in the occurrence of the home business phenomenon and the success of its owners Businesses have 4 components as described, causal factors, background conditions, action strategies and effective outputs, which in fact research innovation is especially evident in causal factors.

The category of causal factors includes family background, unfavorable economic status of the family, low education and inability to be employed in government bodies, coercion of the father during childhood, the need for guardianship and care of children, the need to be with the family more, and low and insufficient initial capital for There are business start-ups in the market that make a person go to home business. The category related to the underlying conditions includes the internal control center, need for success, self-efficacy, independence, ambiguity tolerance, vision, motivation, gender, endurance, positive thinking, hardworking spirit, creativity, risk tolerance, low education, perseverance, the existence of the market, age, double energy, low cost to continue the activity and motivation that a person may find in himself after entering the business and his determination to succeed is increased, this part of the findings, with studies The findings of Thompson, Evant and Wong (2009) are in line with Hamer. The category related to action strategies includes providing consulting services, financial assistance from specialized government funds, creating networks and trade associations, providing non-financial facilities, providing statistics and information required by business, consulting in the field of technical knowledge, providing facilities, holding Seasonal exhibitions, training courses, social capital, financial credit, knowledge, access to information and information resources, resource management, experience, marketing and social communication are high, which is with the findings of Nazar (2013) and Bosworth, Newbery (2009), In general, they match and are placed in the same direction. And finally, the category related to the consequences includes business growth, job security, feeling more freedom of action, sustainable effectiveness of business, work, increase in market share, positive social results, self-expression of the individual in the society, financial security of the individual in the future.

What distinguishes Jazer's article from other studies related to home businesses; its focus is on the category of entrepreneurial knowledge, which has not been studied in any study so far, while no activity is considered entrepreneurial unless it has a glimpse of entrepreneurial opportunities. And entrepreneurial opportunities are not identified or created unless the entrepreneur has entrepreneurial awareness and through this awareness identifies environmental opportunities and takes advantage of them. Now, one of the main tools of entrepreneurial consciousness is to have previous knowledge in certain fields. And it is very important at any level of entrepreneurial activity. Opportunities are the main element of entrepreneurship and studying entrepreneurship requires studying opportunities. Without opportunity, there will be no entrepreneurship. Studies conducted by different researchers have been conducted on the components and elements that influence the recognition of opportunity. One of the main topics of research in the study of entrepreneurial opportunities is why, when and how one person recognizes an opportunity while others cannot do this. The results of the present research show the fact that when people enter home businesses, they go for those activities that are related to their previous knowledge, This argument is in line with Fuller's opinion (1996), who claimed that existing entrepreneurs probably have access to opportunities that others cannot identify because they have specific knowledge that has been created through entrepreneurial experiences. Research in the field of repeated entrepreneurship shows that opportunity creation may be the result of knowledge created from previous entrepreneurial experience. Also, the findings of this research with research; Stevenson and Gumpert (1985), who considered the identification and selection of suitable business opportunities as one of the most important abilities of business owners, are in the same direction. Also, the findings of the research on the central dimension of home businesses based on entrepreneurial knowledge the dimension is in line with the research of Barn (2006). Baran believes that the main factor in identifying entrepreneurial opportunities is people's prior knowledge, which allows them to recognize the value of new information. Also, the findings of this research are in line with the research of Heini, Shepherd and McMullan (2009) regarding the central phenomenon. These researchers also believe that in creating a business, people tend to opportunities that are closely related to their previous knowledge (Abolhasani, et al, 2013). According to the findings of the research, suggestions from the perspective of policymaking are presented below. The sale of products produced by home business owners usually takes place through their personal networks, and there is no coherent market for such products. Therefore, it is recommended to accelerate the development process of home businesses by creating motivational mechanisms, including some monthly or seasonal exhibitions, as well as

guaranteeing the purchase of some manufactured products.

According to the identified causal category, it can be said that the way people enter home businesses is not a matter of ideation or innovation, but prior knowledge that can come from several sources (such as family background, personal studies, etc.). It is one of the most important elements for people to enter this type of business. Therefore, it is suggested that policymakers provide a mechanism for people to have the opportunity to develop ideas in this type of entrepreneurship and enter this field regardless of their social and economic status. One of the proposed solutions is financing and giving awards to the owners of the best and new ideas in the field of home businesses.

Examining the theoretical foundations and findings from the analysis of the research interviews revealed the fact that home business owners are not familiar enough with the laws and regulations related to their industry, so it is suggested that the trustees and policy makers of the entrepreneurship sector take action, to hold professional courses for those working in home businesses in order to increase the all-round awareness of entrepreneurs.



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