Using participative model building for considering behavior patterns of SMEs in Yazd Science and Technology Park

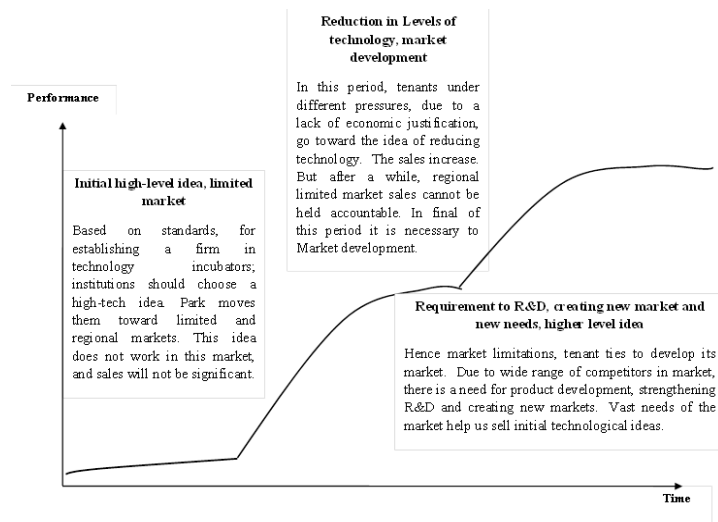**Ali Haji Gholam Saryzadi[1*], Dariush Poursarrajian[2]**

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Abstract

In Iran the SMEs knowledge base tenants, in the development and shaping stage, face with lots of problems. Before maturity and stability, they fail. Nearly a decade passed, since science and technology parks formation happened. They were seen as a mechanism for sustainable economic development based on knowledge; through creation, support and guidance of founded tenants. Officials and policy makers, seriously concern about sustainable success, development and growth of these tenants which must be appropriate for needs of Iran. Identify the behavioral patterns of the stages of life (birth, growth, decline, etc.) which lead to inefficiency and decline, is essential. This helps to avoid mistake repetition and eventually reduces costs. This paper, by using participative model building approach tries to extract prevailed patterns which govern the behavior of established tenants based in Science and Technology Park of Yazd. This paper attempts to Introduce positive leverage points for policy makers and senior managers who are responsible and also tenants which are located in the Park.

Problem

Reduction in Levels of technology, market development

In this period, tenants under different pressures, due to a lack of economic justification, go toward the idea of reducing technology. The sales increase. But after a while, regional limited market sales cannot be held accountable. In final of this period it is necessary to Market development.

Initial high-level idea, limited market

Based on standards, for establishing a firm in technology incubators; institutions should choose a high-tech idea. Park moves them toward limited and regional markets. This idea does not work in this market, and sales will not be significant.

Requirement to R&D, creating new market and new needs, higher level idea

Hence market limitations, tenant ties to develop its market. Due to wide range of competitors in market, there is a need for product development, strengthening R&D and creating new markets. Vast needs of the market help us sell initial technological ideas.

Qualitative Model