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PROPOSING AN INDIGENOUS SUSTAINABLE METHODOLOGY FOR EVALUATING THE EFFECTIVENESS OF INDUSTRIAL PARKS: A REAL-LIFE APPLICATION IN IRAN

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Abstract

The goal of this research is to develop a mixed methodology consisting of qualitative and quantitative approaches to find the factors that significantly affect the effectiveness of industrial parks of Iran. Through using this methodology, the impacts of the detected factors are analyzed. The methodology seeks to direct Iran's industrial parks to sustainable development; hence, the factors include sustainability-related elements as well. For the qualitative approach, the literature has been scrutinized and with the help of practitioners in focus groups, some of the most important factors influencing the effectiveness of industrial parks have been discovered. For the quantitative approach, a reliable questionnaire has been designed which asked the importance of the identified factors from a community of experts. Having acquired the viewpoints of the experts, the Confirmatory Factor Analysis (CFA) has been applied to investigate the relations between the factors and the effectiveness of parks. Results of the model have been thoroughly analyzed and it has been revealed that the factors "accessibility to infrastructural facilities", "economic elements", and "existence of supporting services" had the highest impact on the effectiveness of Iran's parks. The proposed model has been applied to provinces of Iran and they have been ranked according to their effectiveness scores.

Key words: confirmatory factor analysis, effectiveness, industrial parks, structural equation modeling, sustainable development

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