



TECHNIUM
SOCIAL SCIENCES JOURNAL

Vol. 12, 2020

**A new decade
for social changes**

www.techniumscience.com

ISSN 2668-7798



9 772668 779000

The Effect of Rentier Economy on the Urban Space Organization with an Emphasis on Malls and Large Business Spaces (Case Study: 1st and 5th Districts of Tehran)

Faranak Saeedifard¹, Neda Bagheri², Seyed Hosein Shahed³, Akram Babai⁴, Sina Salmanzadeh⁵, Masoumeh Jaafari⁶, Nobakht Sobhani⁷, Mehrnoush Ghodsi⁸

¹Management Department, University of Tehran, Iran, ²Geography and Urban Planning of Shahid Beheshti University, ³PhD. in college geography and spatial planning and entrepreneurship in rural area from Beheshti university, Tehran, Iran, ⁴Master of urban planing from Imam khomani Ilmam khomeini International University, ⁶Department of urban planning, Qazvin Branch, Islamic Azad University, Qazvin, Iran, ⁷Young Researchers and Elites club, Science and Research Branch, Islamic Azad University, Tehran, Iran, ⁸Department of Architecture, Hashtgerd Branch, Islamic Azad University, Alborz, Iran

faranak.saeedifard@gmail.com¹, Neda.bagheri@yahoo.com², reda_red@yahoo.com³, akrambabai72@gmail.com⁴, sinasalmanzadehiran@gmail.com⁵, Saminj9@gmail.com⁶, Sobhani1365@gmail.com⁷, mehrnoush.ghodsi@gmail.com⁸

Abstract. In the backdrop of a rentier economy, the malls connect the place to the global production network, increase consumerism and rent-seeking through improper locationing. Malls have been described as “urban spaces”, “enterprise-oriented spaces”, “a space for consumerism”, “a physical space for loitering”, “space of the simulacrum”, “profitable and alien spaces with the structure of a pan option”, and “a new public space”. The metropolitan space of Tehran has become a commodity for the goals of the rentier and speculative economy because of the “disembedded” capitalist system, land rent and density sale combined with construction of malls and real estate bourgeoisie. The manifestations of this rentier economy can be analyzed in the economic, physical, environmental, social, and political-management structures. In this research, Districts 1 and 5 have greatly been affected by the flow and relations of rentier economy, especially the real estate bourgeoisie, and have had the most spatial changes in Tehran metropolis in terms of construction of malls and their locationing. Analytic Hierarchy Process (AHP) was used for SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis. SWOT-AHP model was used to describe the goals and strategies. The final result of the evaluation of internal and external factors indicates that the most important strategies for the organization of urban spaces with the approach of human-oriented cities is to locate malls outside the cities, to reduce land and housing rents, to prevent the locationing of malls based on “land rent”, to protect human-oriented spaces, and to avoid the destruction of local economy through brandism which is promoted by malls.

Keywords. Rentier economy, disembedded political economy, embedded political economy, spatial organization of the city, mall, Tehran

Introduction

The high growth of urbanization over the last two centuries (Hall 2002: 21), followed by the development and expansion of cities (Razavian, 2010: 194), caused a lot of quantitative and qualitative changes in urban spaces (Zavadskas et al, 2007: 49), including physical inefficiency, the establishment of profitable spaces such as malls in the heart of urban neighborhoods and physical-space rent.

Rent is defined as higher than the cost of resource extraction (Bjorvatn and Farzanegan, 2015: 4). Rent is referred to as earnings that is obtained without any intellectual or manual effort, or the wealth of non-productive labor. In countries with rent economy, creating space within the rent framework and economy is derived from rent, and the destruction of space is seen as wrong due to the pressure of the real estate bourgeoisie and the creation of dual and destructive spaces, such as the malls. The relationship between power and the economy makes space, and the urban planner has become a tool for power. These nouveaux riches are in need of the consumer market and they produce and reproduce space for the purpose of reproduction. In metropolises, the economy associated with rent and the dramatic economy has become more and more essential to consumerism and the management of consumption through the development of these spaces, and it is a very fundamental need for the dynamism of the capitalist system (Harvey, 1394: 267). In general, it can be stated that if the share of capital income exceeds the production of capital with elasticity 1, rent occurs by the financiers (Brueckner, 2017: 13), and the capital system can lead to the creation of a rent community; in this system there are motivations, structures and even belief systems that can create highly acceptable scenarios for creating rent systems (Aligica and Tarko, 2012: 370). Capitalism, in the re-production of space, works as a double-edged sword. Cities, in the analysis of this system with a radical social approach and without the control of local institutions will become an inhumane atmosphere coupled with rent economy under the control of the capitalist system (McLaren, 2011: 1). Space and capital are in a dialectic relationship in such a way that space is an essential element for the survival and continuity of the capitalist system, and on the one hand, the accumulation of capital leads to the creation of particular spatial forms. (Harvey, 2005).

The rented and disembodied capitalist system has shaped the physical space of cities and the social life of citizens in such a way that the separation of space and the relationship between the public and private spheres, the organization of the society, and economy is based on rent and capitalism. Unfortunately, the present-day cities have become a major business in the capitalist system through producing space in general and urban space in particular, because they are considered as one of the main methods for attracting capital surpluses, and there is a strong relationship among urbanization, accumulation of capital (creation of commercial spaces and rent) and crisis formation. (Harvey, 1394: 254). Hence, urban planning should minimize the phenomenon of rent, the real bourgeoisie, capitalism, the sick economy of rent, the disembodied and capital-oriented political economy, the dumb spaces and ultimately physical corruption (Saedifard, 1396: 5) so that to be more confident in different areas to plan for a better future (Bicking et al., 2012).

Iran is faced with urban physical structure dysplasia, rentier economy, the destruction of urban landscapes, the disarray of urban areas, various diseases, profitable rentier and alien spaces, rentiers, etc. (Wheeler, 2005: 105_1). In line with the evaluation of the effect of capital flow on spatial imbalance and the recognition of its mechanism in urban spaces, the Iranian cities, especially Tehran, had the most spatial changes after the end of the Iran-Iraq War in 1988 and the beginning of the construction discourse. In Tehran, land, especially in the northern and western parts of the city, had the function of creating space. On the one hand, taking effect of the capital flow, it has changed the structure of the economy.

The physical space of Tehran has become a commodity for the purposes of the rentier and speculative economy. The manifestations of this rentier economy can be analyzed in economic, physical, environmental, social, and political-administrative structures. The “disembedded” and self-regulating political economy in the context of a rentier economy coupled with a lack of strategic planning has a significant effect on the creation of a dual space, development of arbitrary, unfettered and speculative spaces in the city and on the uncontrolled expansion of the city, combined with such traits as prostitution and density sale. The rentier and speculative economy, especially the malls, along with the wrong and bourgeoisie locationing of real estate among the economic, political-administrative, social, physical-functional and environmental activities have the most destructive effects on the economic structure of Tehran.

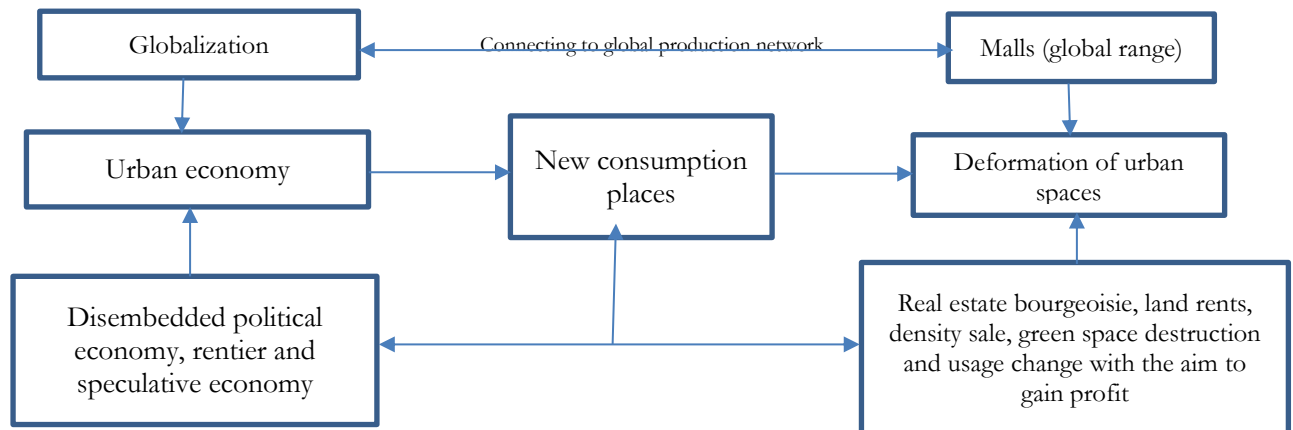
In this research, we tried to investigate the effects of rentier and speculative economy in the spatial area with an emphasis on properties and spatial imbalance and the recognition of its mechanism in the urban spaces of Tehran, especially Districts 1 and 5, to provide an optimal pattern based on the principles of human-oriented urban planning to achieve urban sustainability. Districts 1 and 5 have greatly been affected by the flow and relations of rentier economy, especially the real estate bourgeoisie, and have had the most spatial changes in Tehran metropolis in terms of establishment of malls.

Theoretical foundations related to rentier economy and malls

- Large commercial complexes and malls

Malls are large and diverse commercial spaces for selling branded goods that connect the place to the global production network, increase consumerism and increase global products advertisement. Malls are considered as a “consumption space”, as a “city”, a “viewing space”, as “the space of simulacrum”, as “a desire-generating machine”, as “a narrative”, “an identity-giving space,” “a panopticon”, and finally, as “a new public space” (Nojournian, 2016: 296). Malls are an important place for the consumption of people. The actions of citizens in these centers are influenced by factors such as the position, income of residents, population, land use, etc. (Xiao-rong and Hai-Xiao, 2017: 2575). Malls started to be constructed at the end to the twentieth century in the United States and spread to the rest of the world, such as China and the United Arab Emirates (Abu-Ghazalah and Abu-Ghanimeh, 2012: 136). Based on the definition of the World Trade Center (published by Cushman & Wakefield, 2014), shopping centers and malls are a major economic ecosystem in the city that lead to economic and social development of the city (Mittal and Jhamb, 2016: 386). Malls usually place brand-name stores at their prominent places to take advantage of their commercial benefits (Kwun and lee, 2013: 254). Also, malls are merely a single building or a set of buildings that include several retail units (ICSC2004). It is obvious that malls can be a well-planned center that are fully developed at a given time and belong to a management unit or a semi-neighborhood shopping area that have evolved over time (Oteng-Ababio and Arthur, 2015: 4).

The location of malls in developing countries such as Iran is erroneously in the heart of neighborhoods in an intimate atmosphere, while in the developed countries they are located outside the cities. On the one hand, as parvenus are buying from malls and as the civil institution in Iran is weak, the malls are usually misplaced. Human-oriented planning is the only way to get rid of the disembedded spatial organization that controls the rents and the construction of these malls through civil institutions. In the end, embedded urban space comes under the supervision of the people and any corruption and rentier in the city will vanish. Conclusion and presentation of a conceptual model for the role of malls as connecting points to globalization:



Urban rentier and speculative economy

In a rentier and dramatic economy, consumerism and consumers' tendency are considered as propelling forces. Consumption management through urban development has become a very fundamental need for the dynamism of the capitalist system (Harvey, 2015: 267). Rents are attractive targets for retaxation because economic rents are a kind of redistribution, i.e. they transfer wealth from workers to non-workers or from those who control resources to those who do not (Reitberger, 2017: 7). Speculative rentier economy in the Third World countries without a democratic system is being drawn into the hands of the parvenus. In countries with a rentier economy, spaces are practically produced by rents. In such economy, the destruction of space due to the pressure of the real estate bourgeoisie and the creation of dual and destructive spaces, such as misplaced malls, are also observed. Disembedded economy and power relations make space, and urbanism has become a power instrument. These parvenus need a consumption market and produce and reproduce spaces such as malls and megamalls with the aim of speculation.

Disembedded and self-regulating political economy

Disembedded and uncontrolled political economy and the idea of a self-regulating market implies a kind of utopia. Such an institution cannot exist for a long time unless it destroys the human and environmental essence of the society. It physically destroys humans and the environment around them" (Polanyi, 2012: 50; Polanyi, 1944, p 3-4). "Disembedded economic system is a system in which human livelihood is made by institutions that are driven by economic motives and are dominated by distinctly economic rules" (Neil, 1959, p. 175). Self-regulating liberal economy and capitalism tend to disembed the economy from the social organization, and economic disembeddedness ultimately leads to the western speculative spaces, especially in the urban areas (Neil, 1959, p. 175). In a "disembedded" and self-regulating political economy within the framework of rentier economy, malfunction institutions nurture malfunction economy which leads to the creation of space "displasia" or "dismorphia" in the city. In a mutual relationship, displasia and dismorphia reproduce malfunction and economic, social and political shortcomings and crises. On the contrary, when the form and texture of the city is good and right, it will lead to the dynamism and stability of society Athari, 2010: 61).

"Embedded" political economy

"The embedded economic system is a system in which the livelihood and economic relations of human beings are formed entirely under the influence of non-economic institutions"

(Polanyi, 1957, p. 71). The embeddedness of economy in politics means to move towards a kind of economic system in which the economic relations of society are largely influenced by the requirements and considerations of the ruling political class (Maljou, 2007: 1). The embeddedness of economy in the society translates into a stable, non-rentier, and corruption-free economic system under the control of civil institutions. In the political sphere in the embedded economic system, pure economic logic should put social logic on its agenda. In order to achieve such a goal, the government should represent the interests, even the hostile interests, of various social groups through democratic processes, and, if possible, bring the economic life under the umbrella of social logic. On the other hand, the government must attempt to reembed the economy in the society by reversing the process of economic disembeddedness (Maljou, 2007: 16). In a “disembedded” and self-regulating political economy within the framework of rentier economy, malfunction institutions nurture malfunction economy which leads to the creation of space “displasia” or “dismorphia” in the city. In a mutual relationship, displasia and dismorphia reproduce malfunction and economic, social and political shortcomings and crises. When the form and texture of the city is good and right, it will lead to the dynamism and stability of society (Athari, 2010: 61).

Methodology

In this research, the library method was used to collect data and survey and field methods were used to discover the factors affecting spatial arrangement and organization in the study area. A quasi-Delphi method was used in the interviews with elites and experts specializing in the field of urban space, rentier economy and disembedded political economy to extract the criteria in the form of a questionnaire. Likert scale was used to convert the qualitative information into quantitative data. Cronbach’s alpha was used to measure data validity. SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis was done through Analytic Hierarchy Process (AHP) and SPSS was used to analyze the data.

Introducing the study area

Among the 22 metropolitan districts of Tehran, Districts 1 and 5 were selected because they had most spatial changes due to construction of malls (Maps 1 and 5). District 1, as an old region, and District 5, as an emerging region, have been largely affected by the rentier economic relations, especially the construction of malls, and have had the most spatial changes in the metropolis of Tehran.

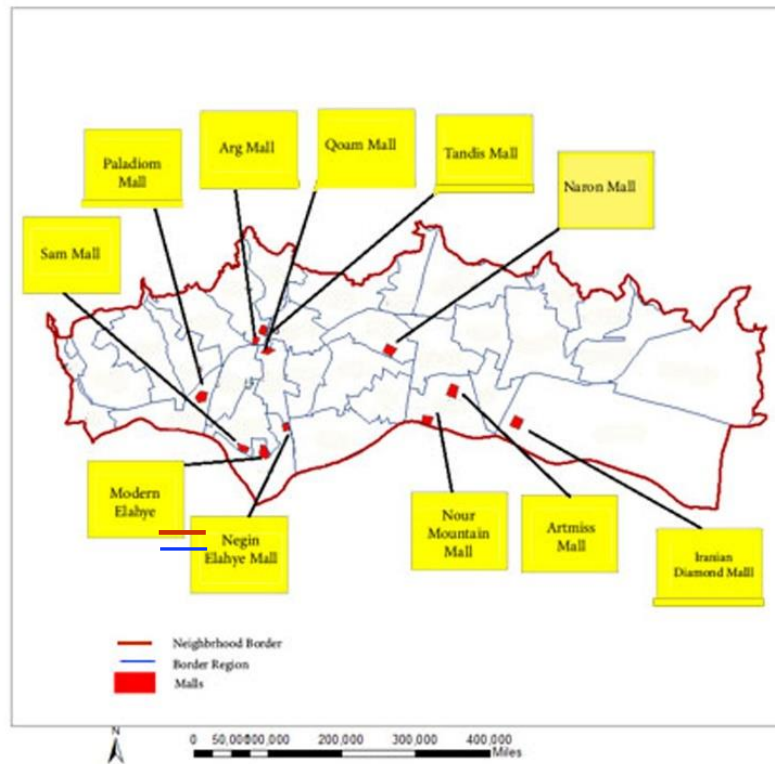


Figure 1. The malls in District 1 of Tehran Municipality (Source: writers, 2017)

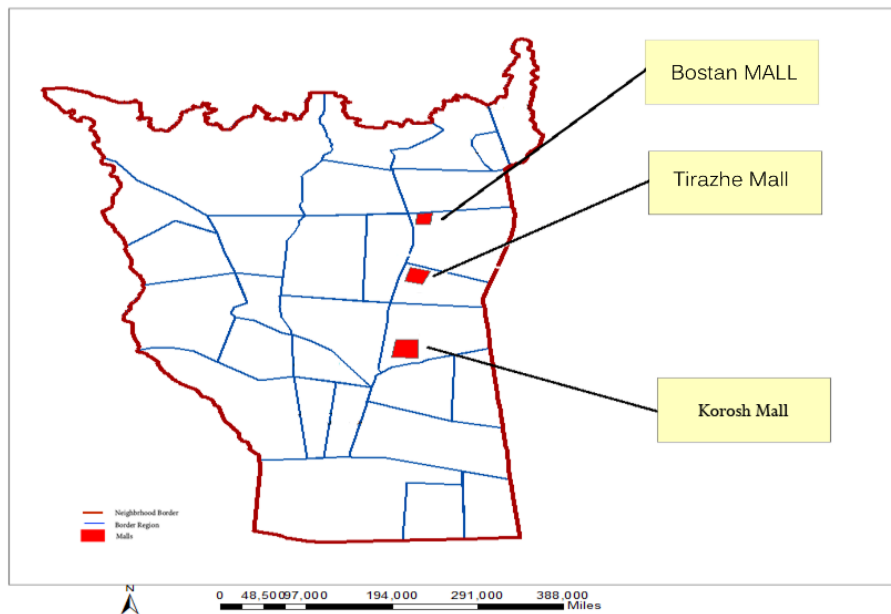


Figure 2. The malls in District 5 of Tehran Municipality (Source: writers, 2017)

Findings

The results derived from the SWOT-AHP model

Evaluation of the internal-external environment (IE): The evaluation of the internal-external environment makes managers, decision-makers and planners apply SWAT factors in the process of setting goals and strategies. Small decisions about the relative importance of the internal-external

factors of rentier spaces resulting from the existence of malls in the district allow for the presentation of different goals and strategies in an effective manner.

Table 1. Evaluation matrix of external factors governing rentier spaces in the 1st and 5th metropolitan Districts of Tehran (External factor analysis summary [EFAS])

		Factor	Rank (factor score)	Importance (weight)	Score (final score)
Opportunity	O1	Proximity to high-traffic routes and highways such as Chamran, Valiasr, Ashrafi Esfahani, Sattari, etc.	4.5	0.125	0.563
	O2	The presence of influential trading centers around such as a commercial core (Tajrish, Sadeghieh), natural resort (Darband, Touchal and Darakeh), historical place (Sa'dabad Palace), etc.	3	0.083	0.250
	O3	Proximity to high-income neighborhoods and ghettos to achieve high economic returns	4	0.111	0.444
	O4	The presence of influential religious, medical and educational centers around such as Imam Zadeh (Saleh), university, hospital (Taleghani), etc.	4	0.111	0.444
	O5	Brandism and the spirit of consumerism and luxury in the District and nearby neighborhoods	3.5	0.097	0.340
	O6	The presence of successful and profitable commercial spaces around	2	0.056	0.111
Sum of opportunity factors			21	0.583	2.153
Threat	T1	The presence of malls and large commercial spaces in nearby neighborhoods	3	0.083	0.250
	T2	Nearby neighborhoods traffic entry to the area leading to discomfort of the residents	2.5	0.069	0.174
	T3	The entry of strangers from all parts of the city into the malls and neighborhoods	1.5	0.042	0.063
	T4	The introduction of social anomalies such as stealing, beggary and peddling from other parts of the city to the area	2	0.056	0.111
	T5	Consequences of proximity to diplomatic places such as Sa'dabad Palace or the like	3	0.083	0.250
	T6	Presence of centers with transregional function such as Tajrish, Sadeghie, etc. commercial areas	3	0.083	0.250
Sum of threat factors			15	0.417	1.097
Sum of external factors			36	1	3.250

• Findings

The findings derived from experts' comments (Table 1) show that, among the opportunity factors, proximity to high-traffic routes and highways such as Chamran, Valiasr, etc. with a score of 0.563 ranks first. This indicates that these malls can be used to make the spatial organization of the study area like that of a utopia or a city with sustainable development. Proximity to high-income neighborhoods and ghettos to achieve high economic returns, and the presence of influential religious, medical and educational centers are the other factors which

reflect the highest impact of malls on these spaces. According to the experts, these factors indicate the importance of malls as connecting points in globalization and their impact on the spatial organization of the city. The management of cities is affected by malls. Accordingly, the malls in the study area can be used effectively to pave the way for sustainable development and the achievement of an ideal space in cities.

The three components of the presence of malls and large commercial spaces in nearby neighborhoods, consequences of proximity to diplomatic places such as Sa'dabad Palace or the like, and Presence of centers with transregional function such as Tajrish, Sadeghie, etc. commercial areas have ranked first, indicating that the presence of malls as capital causes disturbances in the studied urban space and makes problems for its spatial organization.

Table 2. Evaluation matrix of internal factors governing rentier spaces in the 1st and 5th metropolitan Districts of Tehran (External factor analysis summary [EFAS])

		Factor	Rank (factor score)	Importance (weight)	Score (final score)
Strength	S1	Multi-service and functional malls with all commercial, service, welfare, etc. facilities	2.5	0.0476	0.119
	S2	Large business space for purchase and its scale	3	0.0571	0.171
	S3	Connection of the location to the global production network	2.5	0.0476	0.119
	S4	Reduced unemployment	4	0.0762	0.305
	S5	Increasing incomes in urban areas and an excellent source of income for local governments	4.5	0.0857	0.386
	S6	Proximity to service centers such as banks, citizenship centers, etc.	3	0.0571	0.171
	S7	Creating diversity in urban space	3	0.0571	0.171
Sum of strength factors			22.5	0.4286	1.443
Weakness	W1	The placement of malls according to "land rent" and the fluctuation of the price of housing and land around the malls	5	0.0952	0.476
	W2	Increase in other rentier spaces, land rent, housing rent, construction of towers and high-rise buildings and destruction of public and human-oriented spaces	5	0.0952	0.476
	W3	An alien, dual, stiff, illogical, unregulated, and faceless space organization with disturbed skyline and ghettoed structure	3.5	0.0667	0.233
	W4	Inappropriate locationing of malls, creating a space for loitering, crowded and overcrowded area	4	0.0762	0.305
	W5	Destruction of the quiet and intimate atmosphere of the neighborhood and the negative impact on lifestyle and clothing of people	3	0.0571	0.171
	W6	Noise pollution and social problems such as peddling, theft and illegitimate relationships of the youth and the development of psychological problems and depression in the locals	3.5	0.0667	0.233
	W7	Destruction of the local, indigenous and national economies by selling branded goods	3	0.0571	0.171
	W8	Car traffic and the arrival of strangers from all parts of the city	3	0.0571	0.171
Sum of weakness factors			29/6600	0/5476	1/5945
Sum of internal factors			52.5		3.681

The final deduction from the internal factor assessment matrix (Table 2) related to the reflection of malls on human-oriented cities without rentier economy in the 1st and 5th Districts of Tehran (total final score of 3.68) is that the strengths of better management and optimal development of these spaces and the maximum utilization of their potential, free from the

rentier economy, and the reduced appropriation outlook to these Districts are less than the weaknesses.

In line with this, among the strengths, we can refer to increased incomes in urban areas and an excellent source of income for local governments, reduced unemployment and large business space for purchase and its scale with a score of 0.386, 0.305 and 0.171, respectively. These are the first three factors that indicate their importance of position in the study area.

Among the weaknesses, we can refer to the placement of malls according to “land rent” and the fluctuation of the price of housing and land around the malls and the increase in other rentier spaces, land rent, housing rent, construction of towers and high-rise buildings and destruction of public and human-oriented spaces, both ranking first with a score of 0.476. These two represent the weakness level of the district in terms of the bad condition of malls. Inappropriate locationing of malls, creating a space for loitering, crowded and overcrowded area is the factor with the second rank. Ultimately, alien, dual, stiff, illogical, unregulated, and faceless space organization with disturbed skyline and ghettoed structure, and noise pollution and social problems such as peddling, theft, etc. and the development of psychological problems and depression in the locals, both with equal scores, are among the most important weaknesses in the studied area.

- **Analysis**
- **SWOT analysis using AHP**

In the SWOT model and the Likert scale, the weight of each factor is determined according to experts’ opinion regardless of the factor’s weight relative to research goals and paired comparisons related to the advantages of each factor relative to other factors and its impact on space management and planning in Districts 1 and 5 of Tehran. Therefore, to accurately determine the weight of each external factor in better development and management of these spaces, a tree structure of the research was developed and pairwise comparisons were done for each factor based on the AHP model through Expert Choice software.

To this end, a hierarchical structure was formed and the impact of each factor was studied based on the final goal. After normalizing factors’ weights, the final weights and the effect of each external factor were obtained. Using the Expert Choice and the obtained results, the optimum strategy in the study area was determined in the form of the following diagram (Figure 3).

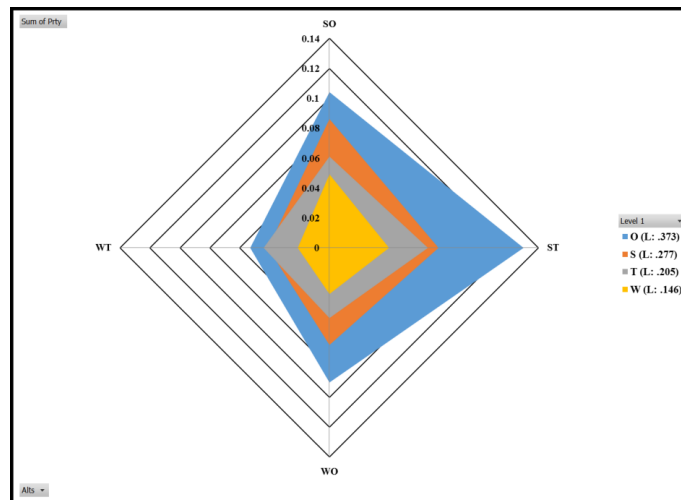


Figure 3. The final diagram of SWOT-AHP factors for adoption of the best strategy
(Source: Research findings)

The above diagram shows that the integration and application of the SWOT-AHP model in the study area indicates that the highest obtained value is related to the defensive strategy with a final score of 0.309. Prioritization of the strategies derived from this strategy is based on the strengths and threats and the weight vector from the source to the ST point has the highest weigh value.

- Developing urban development and management strategies with the approach of justice- and human-oriented cities

Within the framework of strategy development, the process of comparing internal and external factors plays a very important and decisive role. In this way, the external and internal factors in the SWOT matrix are compared to formulate the possible strategies. In this process, two factors are compared at each stage and the aim is not to identify the best strategy, but to determine applicable strategies. Therefore, all the strategies presented in this process will not be selected and implemented (David, 2005: 360-6).

- The introduction of the process of developing strategies for rentier spaces with the approach of malls and human-oriented cities

Based on the current conditions and existing facilities, strategies for managing rentier spaces and developing the pattern of human-oriented cities in the 1st and 5th Districts of Tehran metropolis will be developed in six steps using the SWOT matrix. This matrix is one of the most important tools in the strategy development process by which the matrix of external and internal factors evaluation are compared. Comparing opportunities and strengths will result in strengths-opportunities (SO) strategies. Similarly, comparison of strengths and threats will result in the development of strengths-threats (ST) strategies, comparison of weaknesses and opportunities will result in weakness-opportunity (WO) strategies and comparison of weaknesses and threats will result in weakness-threat (WT) strategies. In each step in this matrix, two factors are compared with each other, and the goal is not to identify the best strategy, but to determine the applicable strategies. Therefore, all the strategies presented in this matrix will not be selected and implemented (David, 2005: 360-366).

- Strategies for the management of malls and rentier spaces in 1st and 5th Districts of Tehran

The following strategies were developed after completing the SWOT matrix for better management of spatial organization of these Districts and presenting strategies for reducing the rentier spaces resulting from the malls (Table 3).

Table 3. Matrix of strategies for urban spaces with a human-oriented approach

ST strategies	SO strategies	WO strategies	WT strategies
<ul style="list-style-type: none"> – Increasing people’s comfort and reducing traffic by reducing malls through the commercial and rentier approach. – Reducing trans-neighborhood traffic flow into the neighborhood through the creation of space and multiservice and multifunctional areas (commercial, service and welfare facilities) with a local range – Preventing the entry of strangers into neighborhoods and malls by creating diversity in the urban spaces of all districts – Reducing social anomalies, theft, beggary, and peddling by reducing unemployment and increasing sustainable urban incomes – Reducing mall construction in the heart of quiet neighborhoods and adjoining areas by creating diversity in urban space and increasing sustainable urban incomes – Using the effects of centers with trans-regional functions (business area) to reduce unemployment 	<ul style="list-style-type: none"> – Increasing incomes of urban areas through existing influential commercial centers and natural, historical, etc. resorts – Efficient management of natural resorts and influential commercial centers around the malls to reduce unemployment – Creating public and non-rentier spaces and influential religious centers to create diversity in urban space – Sustainable use of sybaritism and the spirit of consumerism of surrounding neighborhoods to increase urban incomes with a native and sustainable economy approach – Increasing multi-service and multifunctional malls close to high-traffic routes and major highways around the city 	<ul style="list-style-type: none"> – Reducing rentier spaces, land and housing rents, towers and high-rise buildings construction through the control of informed people in high-income urban areas and ghettos around the city – Preventing the selection of location of malls based on “land rent” through sustainable use of the capital of high-income neighborhoods and ghettos around the site – The correct locationing of malls as a space for loitering and an agent for the crowdedness of the region in response to brandism, the spirit of consumerism and sybaritism of surrounding neighborhoods – Avoiding the creation of an alien, dual, stiff, illogical, unregulated, and faceless space organization with disturbed skyline and ghettoed structure by increasing influential artistic, religious, educational, cultural and social spaces – Protecting the peaceful and intimate atmosphere of the neighborhood and preventing negative impacts on the lifestyle and clothing of people by avoiding the construction of malls and increasing the impact of nearby traditional business centers and natural, historical, etc. resorts – Reducing the traffic and the entry of strangers by choosing the right and rational location for malls and using existing commercial spaces – Reducing noise pollution and social as well as psychological problems and depression in local people by increasing the lively human spaces as well as influential religious, medical and educational centers – Preventing the destruction of local economy by supporting local retail markets and traditional commercial cores 	<ul style="list-style-type: none"> – Reducing land and housing rents and preventing the locationing of malls based on “land rent”, land price fluctuations, and the elimination of human-oriented spaces by avoiding the construction of malls and large commercial spaces in quiet neighborhoods – Non-entry of strangers from all parts of the city into neighborhoods and malls by preventing the creation of rentier spaces and the phenomenon of “land rent” – Reducing the consequences of the proximity to diplomatic locations by preventing the design of alien, dual, stiff, illogical, unregulated, and faceless spaces with disturbed skyline and ghettoed structure – Reducing social anomalies, theft, beggary and peddling in other parts of the city through correct locationing of malls and preventing the construction of a space for loitering and overcrowdedness in the district – Bringing back the quiet and intimate atmosphere of the neighborhood, reducing trans-neighborhood traffic and the negative effects on lifestyle through the reduction of rentier spaces, construction of towers and high-rise buildings and the destruction of public and human-oriented spaces

- Selection of acceptable strategies for better management and organization of urban spaces in the 1st and 5th Districts of Tehran

At this stage, the realism of final results and outputs is analyzed. A systematic method of sensitivity analysis has been used in this stage. This analysis is a systematic way of determining the significance of criteria and subcriteria of the research that will affect the final evaluation and determination of optimum strategies in urban spaces with an emphasis on malls and human-oriented cities. This analysis is intended to determine the effect of changes in the weight of the criteria and their priority on the ranking of the strategies applied in the study area. The results are presented in the figure below.

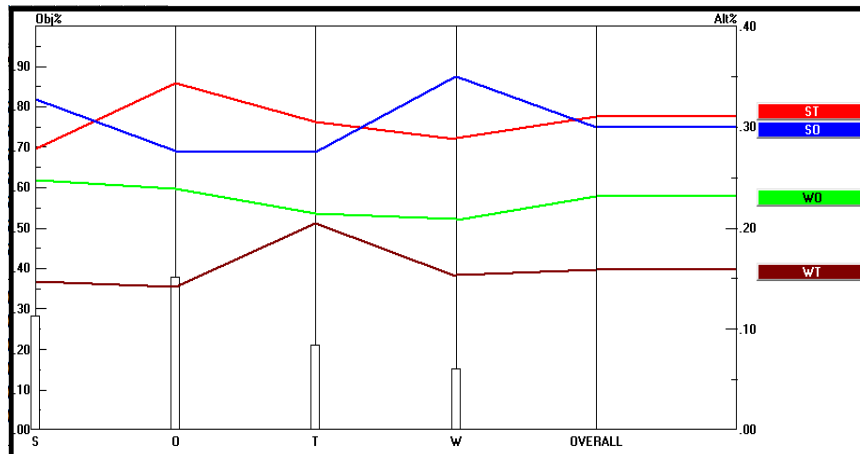


Figure 4. Functional sensitivity analysis of options: Findings

After evaluating and prioritizing the options, it is time for sensitivity analysis for which several methods have been proposed by Expert Choice. Sensitivity analysis generally shows the sensitivity of analysis results to changes in the priority values of the criteria. This diagram, known as functional sensitivity analysis, shows the more significant options in each parameter. The results in the above figure related to functional sensitivity analysis shows that ST strategy has the highest weight and WT strategy has the lowest weight among the studied strategies.

Testing hypotheses with SWOT-AHP model:

The “disembedded” and self-regulating political economy in the context of a rentier economy coupled with a lack of strategic planning has a significant effect on the creation of a dual space, development of arbitrary, unfettered and speculative spaces in the city and on the uncontrolled expansion of the city, combined with such traits as prostitution and density sale. The rentier and speculative economy, especially the malls, along with real estate bourgeoisie among the economic, political-administrative, social, physical-functional and environmental activities have the most destructive effects on the economic structure of Tehran.

✓ The hypotheses are confirmed based on the findings of the SWOT-AHP model.

Conclusion

Inefficiency and discontinuity in the economic, management, planning, cultural, political, social and physical issues in Iran have caused malfunction ultimately leading to dysplasia of physical structure of the city, the destruction of urban landscapes, the disarray of urban areas, various diseases, profitable rentier and alien spaces, rentiers, etc. Increasing commercial spaces and malls as connecting points in the process of globalization has led to changes in the spatial organization of the city. According to surveys, due to disembedded capitalist system, land rents,

density sale, anomalous construction, and mall construction, Tehran has undergone many changes including heterogeneity of urban space, unsightly physical structure and skyline, the parasitic growth of commercial and financial spaces as well as fluctuations in housing prices around the malls, increased consumerism and excess, the rise of West-oriented spaces, and the destruction of local economy caused by brandism. The final outcome of the study of the internal-external factors of malls and the SWOT analysis through AHP model suggests that the increase in urban incomes is one of the strengths, fluctuations in housing prices around the malls and land rents are among the weaknesses, and proximity to high-traffic routes and disturbances in urban spaces are among the opportunities and threats, respectively. Based on the findings, the most important strategies to reduce rentier spaces are non-destruction of the peaceful and intimate atmosphere of neighborhoods to reduce negative effects on people's lifestyle and clothing by avoiding the construction of malls, raising the impact of the traditional business centers around the malls, natural, historical and other resorts, correct locationing of malls as an area for loitering that causes congestion in the region as a response to brandism, the spirit of consumerism and sybaritism of surrounding neighborhoods.

References

- [1] Athari, Kamal : Urban economics and urban economics in Iran. *Urban Economy*, No. 7, Special issue, pp. 56-65,2010
- [2] Abu-Ghazalah, S. Abu-Ghanimeh, A. : The Impact of Shopping Mall upon the Future of Urban Planning in Greater Amman, *Arch. & Planning* (2), Vol. 24, 135-152,2012
- [3] Al Amin, M. Rashford, B. S. Bastin, C. T. and Aadland, D. M: *Agricultural Land-Use in a Changing Climate: Implications for Waterfowl Habitat in Prairie Canada*. 2013.
- [4] Bjorvatn, K. Farzanegan, M: Resource rents, balance of power, and political stability. *Journal of Peace Research*, 1-16, available at: jpr.sagepub.com, CMU Libraries - library.cmich.edu,2015
- [5] Chang, E. Li, H. Yu, L:A GIS approach to shopping mall location selection , *Building and Environment* ,42 , 884–892,2007
- [6] Consulting engineers of urban texture :Preparation of a detailed development plan for District 1 (District 1 development plan, final edition), Tehran, Joint Unit responsible for Comprehensive and Detailed Plans of Tehran,2005
- [7] ELSamen, A. Hiyasat, R. :Beyond the random location of shopping malls: A GIS perspective in Amman, Jordan, *Journal of Retailing and Consumer Services*, 34, 30–37,2017
- [8] Ezzat panah, Bakhtiar, Rozhaneh Rivaz, nobakht Sobhani and Fereshte Babaoghli : evaluation physical development patterns and spatial distribution of public services with social justice approach (the case study: naghadeh, iran). *ARPJ Journal of Earth Sciences*, VOL. 2, NO. 3,20130
- [9] Gilients, Andrei : *Space and social theory*. Translated by Mahmoud Shorcheh. Modiran-e Emrouz Pubs,2014
- [10] Haji Khani, Gholamreza, Salehi, Ismail :Urbanization criteria for the idea of a healthy city. Master's thesis, Faculty of Fine Arts, Tehran University,1993
- [11] Harvey, D. : *the new imperialism*, oxford, oxford university press,2005
- [12] Harvey, David :*The conundrum of capital and the crises of capitalism*. Translated by Majid Amini. Kalagh Publishing, Second Edition,2015
- [13] Hutchison, R: *Encyclopedia of Urban Studies*, SAGE Publications,2010
- [14] Lees, N : *Inequality as an Obstacle to World Political Community and Global Social Justice*, Oxford University, Paper to be Presented at the SGIR 7th Annual Conference on International Relations, Sweden, September 9-11th 2010.

- [15] Lefebvre, H: space social product and use value, CH. 12. In Freiburg, J w,1979
- [16] Lefebvre, Henry :Space production. Translated by Mahmoud Abdullah Zadeh, Tehran Center for Study and Planning Pubs,2012
- [17] Lessmann, Ch: foreign direct investment and regional inequality: A panel data analysis, China Economic Review 24, pp129–149,2013
- [18] Loehr, D. : The euthanasia of the rentier—A way toward a steady-state economy? , Ecological Economics, 84, 232–239,2012
- [19] Lourenco, J. Bardi, T.:Shopping Areas and Strategic Planning, 43rd ISOCARP Congress,2007
- [20] Karl Polani : The great transformation: The political and economic origins of our times. Translated by Mohammad Maljou, Tehran: Danesh Campus,2012
- [21] Maljou, Mohammed:Political economy of the emergence of the ninth government. *Dialogue Social-Cultural Quarterly*, No. 49,2007
- [22] Marans, R. W. :Quality of urban life & environmental sustainability studies: Future - linkage opportunities. Habitat International, 45, 47-52,2015
- [23] Masnavi, Mohammad Reza:Research on sustainable development and new paradigms of urban development (compact and sprawling city), *Ecology*, No. 21,2003
- [24] Maleki, Saeed, Reza Ahmadi and Zabihollah Torabi:Levels of educational development in the cities of Khuzestan province. *Quarterly of Educational Planning Studies*, Vol. 2, No. 4, pp. 39-56,2013
- [25] McLaran, Andrew :Urban space development, real estate construction and urban planning. Translated by Giti Etemad et al., Azarakhsh Publications,2011
- [26] Memford, Louise : City in the context of history (origins, transformations, and prospects). Translated by Ahmad Azimi Bolourian (2008), Rasa Cultural Institute, Second Edition,1985
- [27] Mittal, A. Jhamb, D. : Determinants of Shopping Mall Attractiveness: The Indian Context, *Procedia Economics and Finance*, 37, 386 – 390,2016
- [28] Nojournian, Amir Ali : Mall as a narrative: Theses about the concept of “mall” and its implications and functions. *The Cultural-Analytical Journal of Narrative*, from yesterday’s passages to today’s malls, the road of destruction or the pavement for salvation, No. 7, under the supervision of the policy council, April, Tehran,2016
- [29] Oteng-Ababio, M. Arthur, I. K. :(Dis)continuities in Scale, Scope and Complexities of the Space Economy: the Shopping Mall Experience in Ghana, Springer Science Business Media Dordrecht,2015
- [30] Polanyi, K. , Arensberg, C. M. , & Pearson, H. W. (eds. : Trade and Market in the Early Empires: Economies in History and Theory. Chicago: Regnery,1957,1971
- [31] Polanyi, K. :The Great Transformation: the Political and Economic Origins of our Time. Boston: Beacon Press,1944,2001