

Local Creators and Local Entrepreneurship in Perspective of Creation Process of Local Contents with Focus on H University

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Abstract

Local decline can be caused by business closures or the departure of the youth. Most countries have been striving to overcome regional inequality through local or community entrepreneurship using assets or contents obtained from differentiated and original embedded resources. The purpose of this study is to conceptualize local contents and local entrepreneurship. To reach the research goals, this paper utilizes the grounded theory as qualitative methodology. From the main findings, this paper suggests that entrepreneurship in the local is influenced by informal alley or specific location (regions) institution outputs so called as local contents which are local norm, culture, local identities. This paper conceptualizes local contents as 'product of creative scenario'. And this work also suggests the liner model for local content innovation. The contribution of this work are two: 1) showing how the local content creation process; 2) analyzing the how local entrepreneurship configures. It can be inclusive potential startups items rooted at the unique resources and assets of the locals and reflecting the originality of locality. In terms of local institutional perspectives, local development takes pace when advancing application of local entrepreneurship. In order for that, practical challenging is more needed by using informal local institutions. Also 'three step linear model' will be applied to educate the new creators. Local contents and local entrepreneurship can definitely rehabilitate locality.

Keywords: local contents, local entrepreneurship, local creator, local embedding, H university

1. Introduction

With the declining local economics and dissipating of local populations, policy maker, scholars and program developers have looked to local business revitalization. One of the means of revitalizing small and rural villages, local or community entrepreneurship has been paid attention. Local contents for entrepreneurship has been focused on local economic development. Not only urbanization but development of local community is a task for both developed and developing countries in the world. Relatively, the term of local community is regarded as against concept of urbanization. The concept of community or rural development is vague terms(Wilkinson, 1991). However, this is particularly a graspable, characterized by presence of communities or rural engaged in rural development efforts.

There are innumerable studies regarding that entrepreneurial activity helps create new jobs and fosters innovation and regional development(Karus et al., 2021; Carree, et al., 2002; North et

al., 2001; Van Stel & Kashifa, 2008). Recently lots of scholars have paid attention to regional development through community entrepreneurship or community enterprise(Buratti et al., 2022; Adhikari et al., 2018; Varady et al., 2015; Sundin, 2011).

Globally, resilience of rural or community's economy and development is homework. As fast urbanization takes place according to technological evolution, relatively rural economy is getting diminish. To overcome this inequality, social enterprise and community entrepreneurship have been fostered by central or local governments and participative governance of indigenous groups(Giovannini, 2015).

Walzer(2010) states that participation is initially ways to development of communities, and variety of engagements associated with local embedded contents also are enlarged, eventually, inclusive overwhelming participation is the key role to regional development(Walzer, 2010). If so, what does participation mean? That is the background of this study. Something which is embedded with specific community originated might be needed to participate it. If so, what is it? In

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this paper, the author suggests ‘Local contents’ as a mean to the participation to develop the rural or communities.

Prior to discuss what local contents are, it is needed to analyze about the community enterprise or community entrepreneurship (hereafter, CE) because it has long history and theoretical background with regarded to participation for rural and communities. Pearce(1993), originator of CE states that community enterprise is the business activities that have a role to create new job and new value through the sustainable transactions within residents’ self among the community or rural, and eventually they can be self-sustaining market mechanism in the small communities(Pearce, 1993; Leeming, 2002). Numerous academic research has highlighted a wide variety of local activities undertaken, new services created and delivered by CEs(Aiken et al., 2008; 2011). The roles of CE are to contribute to neighborhood and local regeneration as well as to ensure the sustainability and continuity of the organizations(Aiken et al., 2008). And they also argued the connection and exploit opportunities by embedded local assets(Aiken et al., 2011; Bailey, 2012; Pierre et al., 2014).

Recently, central and local government has strongly implemented local or community entrepreneurship as ways of conquering the lot of difficulty problems such as the diminish of popular in rural, inequality of living in communities, in particularly an outflow of young people from rural and small towns. In 2023, central government has designated seven universities to birth the professional local creators in order to nurture rural or community’s development through entrepreneurship. In this context, this study has the twofold research goals. First, this paper provides encompassing process of local contents creation and suggest the role of local development through the local entrepreneurship. More importantly, the conceptualization of local contents and author presents a typology that can be able to suggest different pattern of rural or community development by using local contents in the context of community entrepreneurship.

To reach these research goals, this paper utilizes qualitative approach based on grounded theory. the utilization of case study is a type of research design that allows researcher to be adopt methods suited to capture the research goal(Yin, 1981; Baxter & Jack, 2008). Case study is a way to research a contemporary phenomenon within its real life context(Yin, 2018).

This paper contributes to providing information on how local contents can play a role in creating a new job through local entrepreneurship. The paper is structured as follows: Section 2 deals with the prior literature to understand various definitions of local (community) enterprise or entrepreneurship and conceptualizes community development and local contents and in Section 3, the research methodology and research design is introduced. Section

4, based on conceptual framework this paper analyzes and identifies the relationship between local contents and community entrepreneurship, and in section 5, the paper concludes with the feature of local contents as open collective community entrepreneurship.

II . Literature review and conceptualization of Local Contents

2.1. Definition and conceptualization of community, locality

To keep the local sustainable communities by facilitating their activities or some business projects which can create new value locally, it is necessary to widespread the leading role and purpose beyond the members of the local community, to the local communities in the vicinity. The definition of community by Colin & Howard(2021) implies the multi meanings.

“A community is said to exist when interaction between individuals has the purpose of meeting individual needs and obtaining group goals and community is number of families residing in a relatively small area within which they have developed a more or less complete socio-cultural definitions imbued with collective identifications and by means of which they resolve problems arising from the sharing of an area(Colin & Howard, 2021)”

By considering statement of Colin & Howard(2021), Community may largely be related to (1) a place, (2) an architecture as a way of life. In that sense, a word ‘community’ can imply a small backbone of living styles of relationships through which residents can live through the “buying and or the goods or services, and community is a collective life pattern of people who live a common spatial agglomerated specific places and share their norms and values through daily interactive relation amongst residents in specific region. Also it contains a consensus on closed relationship with each other, so called narrowly ‘Kinship’, and broadly ‘neighbors’. In this perspective, thus community is to be ‘homogeneous’ socially and geographically is to be ‘proximity’. The definition of community by Harper & Row(1987) can give more tangible meaning. Community is a social group with a common territorial base, so it is easy to share interests and have a sense of belonging to the group (Harper & Row, 1987). When considering of definition from prior studies, in this paper, community can be defined as a territory where residents can easily feel cozy and a body of people living the same locality. Local community refers to a

particular structure and function among residents so called a social group. From this perspective, a community has a distinctive feature of structure and functioning. One of the critical feature of that is the social interaction. In terms of social interaction, there are two kinds of characteristics: “places where residents live their daily lives, namely, it is spatial agglomerated area” and the other on “social norms of human beings” as a local rule that governs life inherently. One of the critical factors that determine what local and/or community is embeddedness. According to Jack & Anderson(2002), they argued that embeddedness can be defined as being part of local structures. Therefore, it all different according to regional characteristics. Local community has specific shared values, trust, legitimacy, understanding, cultural feature according to each community. Also, the social structure of community can be used as a resource for entrepreneurial process(Peredo & Chrisman, 2006).

In any case, three elements are clear in this table: social interaction, common ties, and area. In these terms, it is not strange that sociology has developed the idea of community in two directions. First, as a type of relationship, a sense of identity, commonality, or spirit among a group of people; a meaning that is clearly in line with some of the ideological arguments in classical sociology. The second broadens the simple geographic sense of community, that of a particular territory, to refer to a local social system or a set of social relations in a particular bounded area. Peredo & Chrisman(2006) argued the local community as follow.

A local community is “an aggregation of people that is not defined initially by the sharing of goals or the productive activities of the enterprise but, rather, by shared geographical location, generally accompanied by collective culture and/or ethnicity and potentially by other shared relational characteristic(s)”.

From the prior works, in this paper locality can be defined as a small village group that shares the environment, with the same interest and consciousness. In this sense, ‘Locality Spirit’ is a sense of belonging that people are members of the small village. Since this sense is the base of individual small village contributions, it will play a key role in forming locality through the small village. To improve economic and social stability of local people and to help them form sustainable communities by promoting activities or projects locally, it is necessary to spread the leading role and purpose beyond the members of the community, to the communities and to the communities in the vicinity((Pearce, 1993; Leeming, 2002).

Recently, the central and local governments are paying attention to the needs and roles of local communities, and are looking for ways to support community development through relevant

policies and projects. Local governments play a role in supporting various policies of central government departments in carrying out community projects, and have a mission to push ahead with a variety of projects to revitalize the community. However, the keyword to community revitalization is ‘National Initiative’. The local community is an activity subject to the requirement that residents form their own communities and pursue public interest activities for themselves. We anticipate that the government and local governments would implement the basic policy of fostering subjects to solve public problems in our society, a form of public-private partnerships through activating local communities. From the prior literature analysis, this paper creates proposition as follows:

Proposition 1: Local contents, originated from small village is likely to contribute to the creation for local distinctive entities.

Proposition 2: Local contents originated from a small village is likely to forming the loyalties of small village.

2.2. Local entrepreneurship

The term of ‘community and/ or local enterprise’ is composed by concept of community entrepreneurship and community civic virtue in terms of doing the business and regional sustainability(Haugh & Pardy, 1998; Tracey et al., 2005). The key components of community enterprise are the entrepreneurship embedded in local and the interest of community enterprise can be distributed in local community(Austin et al., 2006). In this paper, the term of ‘community entrepreneurship and community enterprise’ is used for synonym based on prior many theoretical background(Haugh & Pardy, 1998; Tracey et al., 2005; Austin et al., 2006).

To develop the local development, new productive activity among the people in the market through the business is necessary. In other words, organizations or individual may engage in commercial activity and the development of a local community by creating economic, social, and environment benefits. Necessarily, local people involves in their business. These types of activities in the local are considered the particular entrepreneurship which is labelled local community based entrepreneurship(Peredo & Chrisman, 2006; Pierre et al., 2014).

In many countries, entrepreneurship is being regarded as a prominent response to various economic challenges such as a jobs, worsening economic vitality in the local and/ or developing

areas(Blokker & Dallage, 2008). Entrepreneurs are considered to be an economic growth engine, catalysts of social change and innovation, contributors to the local development(Baumol et al., 2007). Naturally, local developers have paid increased attention to entrepreneurship because it is widely cited as a role in economic growth and job creation(Blokker & Dallage, 2008; Castellanza, 2022). According to Baumol et al.(2007), local and/or community developers have concerned how to educate bring entrepreneurs in the local and how to create the entrepreneurial atmosphere. Prior studies show that the entrepreneurship is being regarded as pathway the economic growth. In other words, thus, viewed through this lens, not much has changed since Schumpeter(1934) argued that the entrepreneurship is the crucial role to driving economic developments.

Importantly, youth entrepreneurship is even essential for job creation and business development and revitalization because of the possibility of the success of younger residents. In spite of arguments regarding that youth entrepreneurship has higher success rate, youth may display unique attitudinal and motivational strengths compared to older counterparts(Minola & Criaco, 2014; Hulsink & Koek, 2014). Youth tends to higher responsiveness to the state of the art technologies.

To implementation of local entrepreneurship has many disadvantages (e.g., inadequate infrastructure): (1) located at a distance from urban center; (2) lower concentration of market; (3) limited access to various business partners (e.g., supplier, demand). On the contrary, it has some opportunities within local communities such as low cost land(Korsgaard et al., 2015).

Considering the various perspectives on what a local entrepreneurship is related to the regeneration of a local community, the effect or the results of local entrepreneurship brings local development. Another important thing in local entrepreneurship is collective entrepreneurship.

As mentioned above, this paper emphasizes embeddedness as a critical factor for local entrepreneurial process(Jack & Anderson, 2002). The roles of embeddedness in the entrepreneurial process is used as a resources. For entrepreneurs, endowments based on specific localities are essential for doing the start-ups. Therefore, the type of activity, goals and characteristics of the enterprise emerge out of the local community.

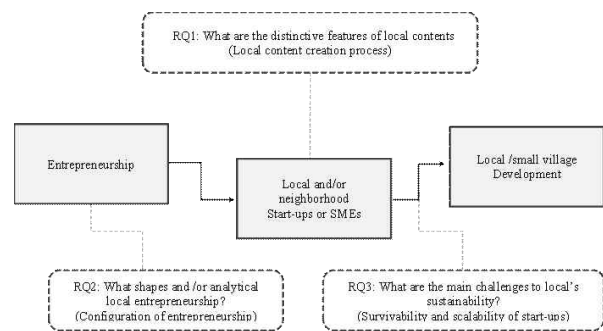
In 2006, Cook & Plunkett asserted that collective entrepreneurship, through the coordinated action create economic value in the interests of group. It seems to that the conceptualization of collective entrepreneurship by Cook & Plunkett(2006) may base on shortage of capitals and mitigation of business risk. Based on this kind of conceptualization, collective entrepreneurship is characterized as related on an association of members. The members share the joint payoffs accordingly to some principle

(e.g., equal sharing, equal investment of capital, equal sharing the burden, and collective decision making rule, etc). Baker et al.(2008) suggested that collective entrepreneurship is defined as an association of entrepreneurship and they also argued that the distinctive feature of a collective entrepreneurship is that stakeholders or managerial rights is shared rather than individually allocated. In this respect, collective entrepreneurship may be a new term that combines business risk and capital investment with the social values of collective action. And collective entrepreneurship is can be considered as a function of the willingness of individuals to cooperate act together. In sum, collective entrepreneurship is a means of realizing the inherent potential of social capital and combines business risk and capital investment with the social values (e.g., norms, sharing of aims) of collective action. Through the collective entrepreneurship such as production of goods or services, economic and social betterment of a locality can be nurtured. From the literature reviews and 1st conceptualization of local entrepreneurship, this paper suggests propositions as follows:

Proposition 3: Local entrepreneurship is likely to forming the collective entrepreneurship.

Proposition 4: Local entrepreneurship contribute to local development and sustainability via distinctive features entrepreneurial process in the small village.

This is the perspective from the literature review (see, <Figure 1>).



<Figure 1> Research framework

III. Methodology and research frame

3.1. Methodological approach

When research questions are empirically novel, theoretically vague and preliminary hypotheses are in the initial stage(Eisenhardt, 1989), case study methodology is appropriate to

the research. Eisenhardt(1989) addresses the applicability of the case study in situations where little is known about a particular phenomenon and in situation where existing theoretical perspectives are inadequate or have little empirical support. This method offers the holistic perspective of vague particular phenomenon. Taken into consideration, this study utilizes qualitative methodology based on grounded theory where the selection of respondents is not a method to ensure that the sample is representative (random selection), which is emphasized in empirical research, but a significant selection based on whether sufficient information about the phenomenon under study is provided(Strauss & Corbin, 1998).

This paper conducted retrospective interviews during two months between June and October 2023. The interviews were semi-structured, following a 3-phase design encompassing the participants' decision to start a business, the influence of their groups on their life and business choices, and how individual and collective actions alleviated or reinforced local constraints. Since local and/or small village constraints can be highly context-specific, our students spent the first week of fieldwork talking to local experts, including staff employed as mentors, and professors at the H University, to define the struggles of local entrepreneurs. In addition, the semi-structured format allowed adapting our interview template according to the themes emerging from previous interviews and deviate from the protocol should case-specific stories and insights emerge(Corbin & Strauss, 2008). For instance, after conducting the first interviews, the researcher observed that our participants practice entrepreneurship differently according to the severity of their constraints. The local community entrepreneurs tend to join their groups either for socialization or free riding reasons, yet they take a more active role after they grow confident, escape severe economic constraints, and gain status and resources. This paper integrated the insight into the subsequent interviews and asked additional questions seeking to replicate the patterns emerging from the early analyses.

3.2. Data Collection procedures

According to Glaser(1992), the strategy of grounded theory is to interpret personal meaning in the context of social interaction. The grounded theory system studies the interrelationship between meaning in the perception of the subjects and their action. This methodology embraces a variety information sources such as documents, interviews, and observations. Through the prior literatures analysis, experts and scholar's argumentations and central government's policy documents, data triangulation was

formed, which involves phenomena from various aspects for conformity of objectiveness(Denzin, 2006). To clarify the research aims, this study created a semi-structured interview that contains closed and open questions simultaneously. Interview groups composed of students who have enrolled in juniors or seniors in H university to be provided ground thoughts were divided by three based on each majors: (1) a design (2) a construction; (3) a science and technology. And answers are optional. Respondents were asked to extensively.

3.3. Descriptive analysis

Grounded theory, composed 4stage i.e., codes, concepts, categories and theory, provides methods for generating hypotheses from qualitative data. Through the four state, the concept, and theory were named. Once coding categories emerge, the next step is to link them together in a theoretical model constructed around a central category that holds the concepts together.

<Table 1> Semi-structured questionnaire and extract form respondent's thought grounded by the analysis unit

Main answers by analysis unit			
Realm of the analysis (general)	Respondent 1	Respondent 2	Respondent3
The locality and contents	<ul style="list-style-type: none"> - Regional and small village's embedded story. - Patterns of local people's lives left behind by a long tradition. - The uniqueness of clothing, food, and house that has long represented the small region - An intangible or tangible creation that can create new value rather than a physical regional concept. - somethings that can create market value based on regional characteristics. - Tangible and intangible resources such as local history, tradition, culture and arts, natural ecology, lifestyle culture, and local specialties, as well as creative ideas 	<ul style="list-style-type: none"> - The hidden assets in village, traditional intangible norm and common life styles are sources of contents. - A variety of houses representing the unique characteristics of the region. - Local food is the representative of local contents - Characteristics of small neighborhood alleys 	<ul style="list-style-type: none"> - Local life style based on traditional history. - Local with sharing goals or norm. - Local natural resource at small districts - Local problem solving are the local contents. - A unique experience based on the natural characteristics of the local or neighborhood

<p>Local/ community entrepreneurs hip</p>	<ul style="list-style-type: none"> - Local startup is necessary for local sustainability. - Community value can be made by new startups. - Startup with local contents is useful tool for making local contents - It is important to develop content preferred by local residents, but it is also important to develop content from a business perspective. - The final goal of local startups should be global, not alley. 	<ul style="list-style-type: none"> - Local startups are the ways for new life in small village. - Business characteristics as well as regional characteristics are more important for local start-ups. - Sejong has the characteristics of being divided into apartments in the new city and Hanok in the old city center. So Jochiwon is advantageous as a local start-up area. - To create local specific content is crucial. 	<ul style="list-style-type: none"> - Products and services made by local start-ups should contain local nostalgia. - It is desirable for local start-ups to provide local social values. - In the Sejong area, as urban and rural areas coexist together, local food may be appropriate for start-ups. -In order for implement of local entrepreneurship, a designer is the key composed of team. - local entrepreneurship center can play a key role to managing or entrepreneurial activity
<p>Local development</p>	<ul style="list-style-type: none"> - It is natural that local start-ups contribute to regional development. Staying local and doing business is a big challenge. - The Seobgol-gil Recreation Project is a worthy start-up. - As local content development is a reinterpretation of regional characteristics, it is necessary to start a business, but it's not easy. - After the start-up, cooperation from local institutions must be provided to lay the foundation for growth. - In order to local development, the most important thing is to create a good alley. It refers to a culture in which local residents take pride in making efforts to make their neighborhood a better place. 	<ul style="list-style-type: none"> - Although start-up contents must be sustainable, they are a breakthrough means for regional development. - The establishment of Seob-gol Stay on Seobgol-gil can be a forward base for start-ups. - Local start-ups lead regional development, but more importantly, they should be the start-ups that students want. 	<ul style="list-style-type: none"> - Cooperative start-ups with local residents are desirable. - The revival of Seobgol-gil depends on local content startups. - An ecosystem-level approach is important so that local startups can live.

Main results of the gathered contents specially from the interviews analysis are shown in <Table 2>. The strategy for utilization for grounded theory is to interpret personal meaning in the context of social interaction and the interrelationship between meaning in the perception of the subjects and their

action(Glaser, 1992). Open coding is conceptualizing on abstraction. Written data from field notes or transcripts are conceptualized. Preliminary conceptualization and hypotheses were constructed using documents, and main concept was established using the contents from local and or community entities.

Answers were coded with 0 and 1, where the zero coded number indicates that little contents were found in the respondent's answer, whereas the one coded number indicates awareness and extensive explanation variables.

<Table 2> Result of the analysis

Realm of the analysis(general) Open questions	Respondent (1)	Respondent (2)	Respondent (3)	Total	%
Local contents composing new thoughts embedded in small village and community organization	1	1	1	3	100
Local contents can be created by geographically proximity	0	0	0	1	33.3
Local contents driven by local specific asset	1	1	1	3	100
Local entrepreneurship as a mean of participant's inter-relationship	0	1	1	2	66.7
Local community formed by mainly adults in Small village	0	1	0	1	33.3
Local entrepreneurial process as mean of catalyst for local startups.	1	1	1	3	100
Local entrepreneurship as means of relocation of local assets	1	1	1	3	100
Local development as means of local regeneration and as mean of social enterprise	0	1	1	2	66.7
Local development as means of re-localization	0	1	0	1	33.3
Local development as means of solution of inequalities	1	1	1	3	100
Total(%)	5(50%)	9(90%)	7 (70%)		

IV. Summary and Discussion

4.1. The creation of local contents and local creators

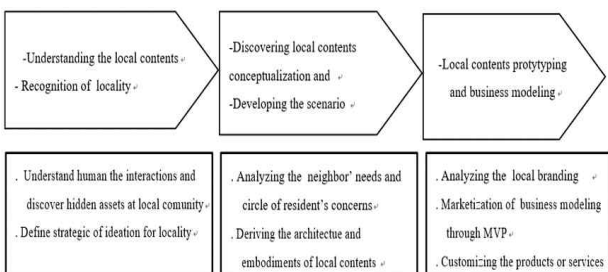
The goal of this study is the two: (1) to suggest the conceptualization of local contents, (2) to role of local entrepreneurship to development of local or small village. In order to achieve research goals, this paper utilize qualitative methodology, the grounded theory because the concept of local contents is the initial stage of research. By using the literature review, four research propositions were constructed; P1: Local

contents, originated from small village is likely to contribute to the creation for local distinctive entities; P2: Local contents originated from a small village is likely to forming the loyalties of small village; P3: Local entrepreneurship is likely to forming the collective entrepreneurship; P4: Local entrepreneurship contribute to local development and sustainability via distinctive features entrepreneurial process in the communities (small village).

From the findings, perceptions for local and local contents are diverse. In this paper, conceptualization of contents is the 'product of a creative scenario'. In the same context, local contents can be defined as the product of a creative scenario' based on curiosity with regard to tangible and intangible resources such as local history, tradition, culture and arts, natural ecology, lifestyle culture, and local specialties, etc. Based on the definition derived from the various perceptions of twenty creators, carried out the 'Seopgol-gill project' where it is alley between two universities at Sejong city, the creation process of contents can be divided into three phases.

To find new local contents, H University offers a differentiated workshop program. Unlike lectures in the normal academic class, in which the professors dominate the entire procedure when delivering the lecture, 25 selected students, regardless of their majors, can participate in the new development process. The aim of a workshop is to obtain diverse ideas for creating new local contents. A workshop is composed of two sessions, which is sections of 30 minutes and 1 hour. A participatory workshop was conducted with ten teams. In a workshop comprised of a 30-minute session, students try to investigate the overall information and data for Seopgol-gill alley and stories with regard to small villages around the H University with the macro level as well as questionnaire data. The data was collected from around Seopgol-gill, through monitoring, gathering of word of mouth, and explanation from the experts in Seopgol-gill, and was analyzed to derive ideation for locality. The other workshop was composed of a 40-minute session, and participants played various roles in deriving the hidden assets in Seopgol-gill.

Stage 1 is the first phase of understanding of human (people) which involves gathering the relation, e.g., the degree of ties, such as weak ties, or strong ties among the Seopgol-gill residents. And atmosphere of the neighborhood at small village was chosen by interviewing in person randomly without prejudice. In order to create the new ideation for locality, each team, composed of 3 or 5 students analyzed Seopgol-gill's past life styles, chronological events such as iconic buildings, the origin of alley name (Seopgol) and historical business archetypes. The initial stage can be regarded as the understanding the distinctive and/ or embeddedness of local community. It could be asserted that ideation of locality can be derived from the re-interpretations of transformative change of local community over time. In this phase, various statistical numeric data was utilized. Numeric data, e.g., age, gender, the number of people, self-employed people, the number of households is an important resource and provides insights into ideation for local contents. The utilization of big data is that it is important role to uncover current life feature around the 'Seopgol-gill' surrounding villages and universities. By using big data, evolution of local community in the future can be predicted. Students can receive more detailed inner thoughts regarding neighborhood's change as well as resident' future purchasing products. Namely, students have tried to find the best potential assets to their strategic for ideation. With the utilization of not only human relationships but also social network numeric data, the teams can more easily seek the feasible locality. For members in a workshop, it is crucial to seek the hidden assets that can be used for developing of local contents. This stage is regarded as problem setting for the journey to create new local contents. To develop the new contents, the teams are given new tasks. Task one is to find scenario to reasoning of local contents by analyzing what the local residents are interested in, while the next task is to derive a design that can connect those coordinates well. This step is a crucial because it is the stage where a scenario that can implement that ideation is created. If empathetic nature is alive and buried, they will later emerge in an unexpected form." When considering the quoted sentence, it was essential for a research team to make new services aiming to discover one's human nature. The research team strived to create open-ended questionnaires to discover the hidden intention. In order for that, the team was divided into two group: One group sought to catch or re-recognize emotions of neighbors' lives including implicit personalization, whereas the other group sought out the potential needs of the residents who purchase it. After designing the content scenario, design and architecture were newly required.

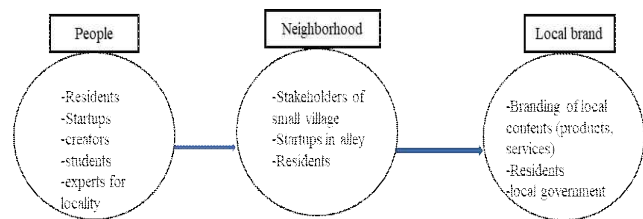


<Figure 2> Local content creation process

which is the so-called local content model, was selected. The key task is how to structure the content scenario. To do it, team utilize applied design thinking methodology which was shorten from 5stage to 3stage:1) Define states problem settings 2) Ideate illustrate challenge assumption and create ideas, 3) Prototype starts to create solutions. The content creation scenario is composed of 3 stages. In definition stage, the team should define and narrow the interested fields and broken down into sentences. By employing design thinking, team pull together which kinds desirable from a human-centered point of view with what is psychological feasible, intangibly, and technologically and/or economically viable. It also allows those who are interested in local and small village to use creative inspiration methods, and mindsets to address a vast range of challenges. The important thing on the entire process of design thinking for teams is a neighbor's core needs. It encourages teams to focus on the residents they want to create contents, which eventually leads to better products, services. So the first question should always be what's resident' need behind it? The questionnaire needed for each step was created. Key words included in the questionnaire are:1) desirability means what sense to people and for neighbor make 2) feasibility means what practically possible within the foreseeable future is 3) viability imply which business model can sustain in small village. Each team has tried to gather insights by practicing empathy, observation, and interviewing. Gathering information is the key performance by using the design thinking approach. By depending on the question items, the detailed answers or contents were filled through the various activities through mainly survey, or interviewing and peer discussions.

In stage 3 is the last phase of content prototyping. Namely step 3 begins with drawing a picture to shape the content. In order to get unmet needs, each team build scrappy prototypes. The team prototyped as possible as they can change to the organizational structure. The goal is to get some learnings that could inform a better structure. Each team can produce some products, e.g., specific features found within the product to find the key solutions generated in prototype. These prototypes should be released during the class and tested within the team itself. The atmosphere of this process is the serious because it is a competition. Prototypes were created by individual or sub team. The aim in stage 3 is to select and identify the best feasible prototypes for local contents. In order to create a final prototype from multiple ideation, one by one they are scrutinized investigation in terms of immersive empathy, users' expectation, containing the local hidden assets etc. and then accepted based on unanimous agreement among team members. Generally, there are three criteria for selection, first is that aspects of generative

results which are used to identify new opportunities. Second, it is validation which has the locality and it can be changed into products in small markets. Thus, at first, residents are willing to buy it. Third, it is a scalability which local contents can be used as a product by local startup in the future eventually. The team uses 'Makerland' a makerspace within the H university, to create real prototypes as a branding mockup. Holistic process of local content creation is similar to production process of new products.



<Figure 3> Local contents and local brand

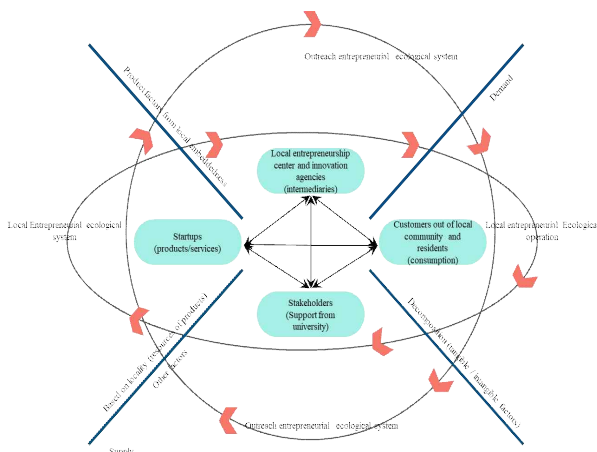
Namely it is a human-centered and holistic approach to innovation. A team creates a scenario based on big data, in-depth interview with neighborhood, historical materials, books, and building with traditional value etc. The creation of new local contents was produced through the holistic team activities. Local contents are the results from potential customers' empathetic journey of experience should be mapped with the new scenario that has content dealing with how to optimize the synchronicity of customer requirements and production design. From the finding, this paper can show the liner model for local development. The local content is created based on locally embedded human beings, and grows into a new resource that connects neighborhoods through local start-ups, and this can be seen as a local brand (see <Figure 3>).

4.2. The analytical topology of local entrepreneurship

Scholars assert that youth and young adults may be priorities to become entrepreneurs given the lower risks that they face in the early stages of their careers(Hulsink & Koek, 2014; Minola & Criaco, 2014). Youth may have unique attitudinal and motivational strengths such as technological driven entrepreneurial activities rather than non-technical approach(Minola & Criaco, 2014). In the local contexts, few studies have explicitly showed youth entrepreneurial analytical topology. Located at a distance from the urbans, local or small village entrepreneurship was neglected in the entrepreneurship ecologically and topologically.

Nevertheless, this paper seeks to topology of local entrepreneurship from this case. Students, enrolled in 'Local

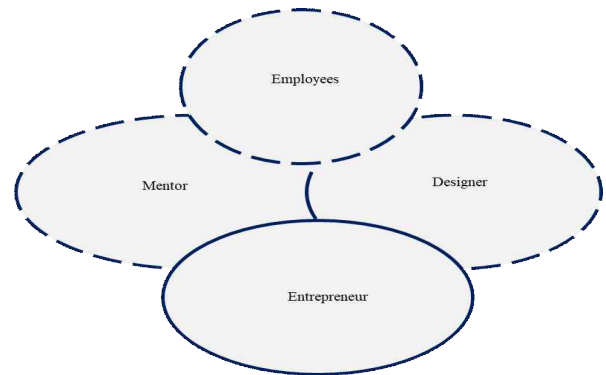
content project team' in H university have a variety of thoughts about local entrepreneurship. Firstly, they perceive that entrepreneurship is the final goal for local creators. In response to an opportunity, with all the ensuing consequences, they fulfill some actions. The objective of inclusive local entrepreneurship is twofold. First, they seek to increase awareness about the potential that self-employment as a labor market activity and to build motivations to pursue it. Second, they seek to address that disproportionately affect people in under-represented and disadvantaged groups. From the findings, youth pre-entrepreneurs are considering four analytical components of start-ups in the local entrepreneurship in terms of entrepreneurial ecological perspectives e.g., startups, stakeholders, local entrepreneurship center and customer (see <Figure 3>) and aftermath they are highly motivated to outreach much more widen area starting here. In the start-up execution, in order to create local content, there was a strong willingness to make products by using ingredients from specific alley or local resources. Local creators (students) has highly self-esteem for local start-ups. Namely They believe that starting a new business is an act that contributes to regional development as well as the realization of their own dreams.



<Figure 3> Analytical components of local entrepreneurship

Every locality has a number of informal locations where information and knowledge can be exchanged such as cafes, restaurants, clubs. Entrepreneurs can learn or obtain the related assess data. For local creators (students), in entrepreneurial process, 4 factors (see <Figure 4>) were critical. Interestingly, they consider designers as key members of the team, unlike typical entrepreneurship. Author believe the reason is that content must be made into an object. In fact, During the case study period, students majoring in design department relatively played an important role in local content creation process. In addition, they took the lead in the three-stage design thinking process. In

case of mentors, the reason why mentors are considered important is that local is due to the limitations of a specific location or area. For local creators, in particular, from other regions, enough locality is relatively low. So, to make up for shortage, they need the mentors who have more information about this area. The role of mentors that local entrepreneurs need is not only direct start-up execution, but also expansion of the network within the local communities. In H university case, a team with a relatively high quality of mentors was more willing to start a business than a team that did not. Entrepreneurial procedure by using local embedding resources (local norm, local culture, local story) could be a critical for local economic rebound. <Figure 3> shows local entrepreneurship could be composed of localities unlike general entrepreneurship. Thus, it can be differed general entrepreneurship in that the characteristics of local resources are the main production factors.



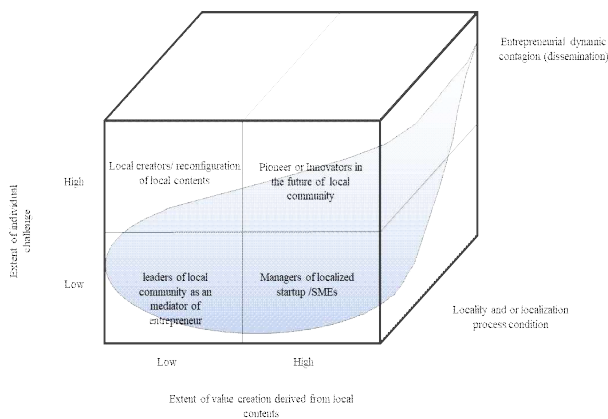
<Figure 4> Affecting factors for entrepreneurial process in local entrepreneurship

From the findings, the topology of local entrepreneurship can be drawn (see <Figure 5>). A local start up is inclined to be usually derived from the work of a handful of small entrepreneurs. They might also be able to rely on a contents at level of specific locations. By attracting attention in the locality, potential entrepreneurs can change mindsets into forming the new startups. In individual level, local entrepreneurship can be taken into account different types of personalities e.g., age, gender, education, and so on. Extent of individual challenges for entrepreneurial process is depending on in accordance to the level of value creation derived from local contents. Individual characteristics such as origins, culture, the degree of education and training composes topology of entrepreneurship(Kirzner, 1979). The principle factors are the development of cognitive skills, thinking capacities and alertness to seize opportunities(Kirzner, 1979).

Considering this aspects, experiences, knowledge acquired from locality effects the entrepreneurial activities. Of course,

Entrepreneurs are core elements in the local venture creations and local developments. The topology of local entrepreneurship in perspective of sociological approach, the entrepreneurs can be regarded as a social creator with ties to other organization with the local community. In some aspects, other organization i.e., other shops, café, restaurants appear to be important for local entrepreneurship. Socially, local creators are the essential for topology of local entrepreneurship. The other hands, the perspective of geographical proximity, this is the characteristics local entrepreneurship could be depending on the strength of the challenge. Local small-scale individual start-ups, such as the roasted chestnut sellers and (or) a food and beverage restaurants are the examples of low level challenges. On the other hand, high level challenges refer to businesses with regional locality and eventually it can create the local brands like ‘Sung Sim Dang’ in DaeJeon.

for local entrepreneurship topology that differentiates entrepreneurship in a specific location and or region from other local regions because of embeddedness of a particular local area. So, entrepreneurship can differ from local region to local region. This paper suggests that topology of local entrepreneurship can be depicted as a cubic shape (see <figure 5>). This topology shows that value creation of



<Figure 5> A topology of local entrepreneurship

Local entrepreneurship has four attributes, in terms of local leaders, local creator, local managers and innovator in local communities. The entrepreneurs as leaders and creators in alley and or neighborhood can play a role to he or her local developments. The other hands, local entrepreneur plays the role of a manager or innovator who leads the region's sustainable and economic growth.

V. Conclusions and further study

5.1. final remarks

The objective of this paper provides; 1) encompassing concept of local content and local entrepreneurship as local growth engine; 2) a typology that can be able to suggest different pattern of rural or community development by using local contents in the context of local entrepreneurship; 3) a local's sustainability. To fulfil it, this work conducted an analysis of numerous documents and in-depth interviews based on grounded theory(Glaser, 1992) involving inductive reasoning approach. In this article, an author approach the task of conceptualizing local contents and local entrepreneurship by providing a conceptual definition. More importantly, based on such conceptualization, this paper offers typology that explains the four kinds of attributes of local entrepreneurship. Additionally, this paper presents The creation process of local content in detail. When analyzing the entire process, first job is selecting the data which is embedded in locations. After that, new scenarios were made based on data through a prior localization process. The scenario plays a key role in the next stage of the design thinking methodology. Local contents created through a long journey, represents the locality and is to be as an entrepreneurial item.

Unlike typical entrepreneurship in urbans, local entrepreneurship has four attributes, in terms of local leaders, local creator, local managers and innovator in local communities. The entrepreneurship is inevitable for economic development as well as realization of personal dreams. Unless individual or startups implement a proactive response to rapid changes over times, the sustainable growth of local community is not guaranteed.

Local contents are an inevitable and sustainable tool for keeping and developing the local and regions. From the study findings, this paper proposes that the process of local contents as a resource for local entrepreneurship can be classified into three steps: (1) understanding the human and locality; (2) enlarged neighborhood and discovering local content conceptualization and developing the scenario phase; and (3) local branding and prototyping and marketization.

5.2. Theoretical implications

This work makes two theoretical contributions local contents and local entrepreneurship aspects by: (1) exploring the liner model for creating new contents; (2) articulating the typology of local entrepreneurship First, the findings shed light on liner model for creation of contents. It reveals archetypes of new contents

creation, namely a system, that underpin the shorten process of design thinking methodology. In process of conceptualization, “The liner model for local content creation” suggested by this study illustrates new content happens in the liner creation networks. Eventually, the evolution or development of the liner thinking methodology can bring a new content. Second, this work can contribute to understanding of a local entrepreneurship by showing the analytical component of local entrepreneurship. Also, this paper also asserts the typology of local entrepreneurship. The utilization of local contents can enormous influence on quite positively local development. This finding can be used for new concept of entrepreneurship studies in the future.

5.3. Practical implications and limitations

This finding has some practical implication for local entrepreneurs, local creators and governors. First, Locality can be just derived from local embedded resources because local content is about new finding based on hidden resources and translating them into a scenario. Namely either potential entrepreneurs pursuing to new products through startups, or governors struggling to implement new policies for regional development should find locality rather than bench mark from other regions or local communities. More importantly, with the localized market competition in recent year, sustainability is challenging issues. In that respect, local policies that allow youth to create the jobs they want to do will be effective. For the sustainable development of a local community, jobs created by oneself are more effective than jobs provided by others.

This paper remarkably shows achievements providing ‘liner model for local creation’ and ‘typology of local entrepreneurship’. However, the study has some limitations. First is that the difficulties to any analytic approach to local contents because it has many facets e.g., as social, economically, geographically infrastructural. As this research is quite early stage, theoretical stability is weak. That is why this paper used the qualitative methodology with grounded theory. Second, in terms of research methodology, grounded theory adapted by this work is that the results of the study may not be generalizable beyond the context of the study because it is an inductive approach to research, meaning that the findings are based on the data collected and analyzed. As such, the results of the study may not be applicable to other contexts or situations. In addition to, the analysis of the data in grounded theory is based on the researcher’s subjective interpretations. This means that the researcher’s own biases, preferences, and assumptions may influence the results of the study. Third, the quality of the data

collected is another potential limitation. If the data is incomplete or of poor quality, it causes the researcher’s own subjective interpretations. In the near future, another potential area for further work will deal with the nature of locality and local innovative ecosystem by utilizing the economic performance data. To sum up, local contents and local entrepreneurship can definitely rehabilitate locality.

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로컬콘텐츠 탄생과정 측면에서 살펴본 로컬크리에이터와 로컬기업가정신: H대학 사례

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국 문 요 약

지역쇠되는 젊은이들의 탈 지역화와 지역경제의 몰락화에 영향이 있다. 이에, 대부분의 나라에서는 지역 불균형 극복을 위해 지역의 차별적 요소를 기반으로 한 지역창업을 그 대안으로 여긴다. 본 연구의 목적은 로컬콘텐츠와 로컬기업가정신을 정의하는 것이다. 이를 위해 그라운드이론에 기반한 질적 연구방법을 활용한다. 연구대상은 H대학생 30명을 대상으로 하였다. 사례 연구결과에 기반하여 볼 때, 로컬창업은 지역 내 특성과 독특성 (지역 문화, 규범, 지역독 특성자원), 소위 로컬콘텐츠에 기반하는 것임을 제시한다. 지금까지, 로컬콘텐츠와 로컬기업가정신에 관한 연구는 미비하고 관련된 정의도 부족하다. 본 연구에서는 '로컬콘텐츠'를 창의적인 시나리오의 결과물로 정의하고, 로컬콘텐츠 탄생을 위한 창의적 과정으로 3단계로 구성된 '선형모델'을 제안한다. 로컬 자원은 지역성과 지역발전의 중요한 요소이다. 지역의 차별적 자원화에 기반한 지역제도적 측면에서 볼 때, 지역창업을 통하여 지역발전을 이룰 수 있다. 본 논문은 다음과 같은 기여가 있다. 학술적으로 첫째, 로컬콘텐츠가 만들어지는 과정을 제시했다는 점이며, 둘째, 로컬기업가정신 요소의 구성적 특징으로, 로컬크리에이터로서, 로컬기관간 중개자로서, 지역경영자로서, 지역발전의 선구자로서의 위상적 접근을 최초 제시하고 있다는 점이다. 로컬크리에이터양성 현장에서는 3단계 선형방법론이 다양하게 적용될 수 있을 것이다.

핵심주제어: 로컬콘텐츠, 로컬기업가정신, 로컬크리에이터, 로컬기반자원, H대학교

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