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研究課題名（和文）Sustainable CSR Enterprise and Rural Community Business Models

研究課題名（英文）Sustainable CSR Enterprise and Rural Community Business Models

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研究成果の概要（和文）：この研究は、農村地域社会のビジネスに関するものであり、地域社会の復活のための成功方法を特定することを目的としている。主な発見は、政府、NGO、企業支援の存在とともにリーダーの役割の重要性であった。

地方のコミュニティビジネスの成功は利益目標ではないことがわかった。むしろ、それは社会やコミュニティの文化の基本的な持続可能性にあった。調査では、地域のケーススタディに効果的なタイプのパートナーコラボレーションが特定できた。結果は、将来の成功のためのベストプラクティスの方法を示唆している。したがって、この研究は、地域活性化のために必要な成長する農村の取り組みの定義に貢献している。

研究成果の学術的意義や社会的意義

社会にとって、これらの結果は、衰退する農村社会またはコミュニティ文化を維持するための成功方法を理解するために重要である。

結果は、将来の成功のためのベストプラクティスの方法を示しており、結果は地域再生のための取り組みを定義することに貢献している。

研究成果の概要（英文）：This grant facilitated research on rural community business (CB) and identified successful methods for the revitalization of failing rural societies in six regions. The chief finding was the role of a significant leader alongside the presence of government, NGO and enterprise support networks.

It was found that success for rural CB is not necessarily driven nor measured by normally profit goals but rather social sustainability or CB goals are more about basic sustainability of the societal or community culture. The research has identified effective types of partner collaborations by the regional case studies and methods collated. Results suggest best practice methods for future success. Hence the research will contribute to defining an important and growing rural effort for revitalization to reach societies 'social sustainability' goals.

研究分野：Management

キーワード：Community Business Rural Community Social Sustainability

1. Research Background

This research project examined the relationship between enterprise **corporate social responsibility (CSR)** behaviour and rural agricultural **community business (CB)** and appraisal of the efforts to **sustainably revitalize** or reverse rural economic decline in the end reviewed at six key regions; Japan, South Korea, Indonesia, UK, Australia and New Zealand. The study compared frameworks and the performance of the respective societal business inter-relationships and roles of interrelated parties such as, governments, NGOs and or NPO Benefactors.

The term "community business ("CB") we defined as "solving regional issues by local communities taking the lead and making profitable businesses by utilizing regional resources."

This concept is similar to the concept of a social enterprise that develops business while aiming to achieve social goals, but CB is social in that (1) it depends on local resources, (2) the local community becomes the main body separate from any CSR or enterprise activity. The term "region" here means a different business model that is geopolitically rooted in the area within the living sphere of the residents rather than an administrative area.

For each region reviewed in this study, it was found that government administrations and civic activists have been working on CB as a method of regional revitalization, and researchers in the fields of agricultural economics and agricultural sociology have begun actual surveys and verifications. However, related earlier research has been limited by the following:

- (1) The main goal has always been to find a way for governments to support CBs, and as described below, there is a lack of perspective on achieving community profits but rather, achieving profitability of CBs.
- (2) Rural CB cannot be explained by the conventional business model, social enterprise model, tertiary-sector model, or cluster models.
- (3) Business feasibility of rural CBs based on business management knowledge has not been examined. Further, the mechanism for value creation as a CB group of small businesses and its sustainability has not been examined.

Under these three conditions, the research looked at a rural CB model that applies business theory and methods applied to the comparative regional research and was based upon a British rural CB example as an original pioneer model from the 1990s.

2. Purpose of research

The purpose was to examine the rural CB model including the (1) CB value chain, (2) relationship between CB members and governance and doing a comparative study of these perspectives.

3. Method of study

The research was conducted by collection of materials and visiting leading examples of CB and management entities for the six regions covered. Steps included (1) conducting field survey interviews and analysis of the marketing environment of the management entities, and (2) interviewing key management administrators of the management entities. (3) In parallel with these surveys, surveys were also conducted for relevant governments and experts.

Before and after the survey schedule, we held research meetings with other researchers from universities in survey destinations and sought opinions of experts from rural business support organizations. By doing so, we made effective survey and broad-based analysis.

4. Research results

In addition to reporting academic findings and publications in journal articles on the knowledge obtained from the research, we also reported and attended and gave conference papers at research meetings about rural CB activity effectiveness and success.

Unfortunately, the later stages of the research were delayed and interrupted firstly, by illness of the principal researcher, and later the Global COVID-19 crisis that impacted field visits and publication schedules. Hence some output research papers are still under review for publication during the latter part of the 2020 year.

The research major findings were that critical to CB success are as follows:

- Local entrepreneurial leadership, that is acknowledged by the community as legitimate and can be meaningfully sustained.
- There must be a strong vision of community internal contribution or strengthening and not business profits.
- It is a precondition of CB success to have a supportive local government for financial guarantees and infrastructure, at least at the early stages.
- That partner institutions outside the local CB environment, such as educational institutions (eg., universities) or enterprises that take an interest, provide incentives or physical support that can have a positive multiplier effect and be inspirational drivers of success.

Common limitations for CBs were found to be:

- Lack of entrepreneurial leadership or organizational succession plans.
- Sustainable interest in a CB project from outside partners.
- Or, institutional fashion and fatigue effects which negatively impacts ongoing viability, especially with outside partners.

These main points were found to be common to all international regions covered by the study and not indigenous to any location.

Reviewing the above provides a model for moving forward with rural CB's. It is expected that the current COVID-19 crisis will also likely have unexpected positive effects in invigorating the sustainable development of rural CBs further, through domestic demand for goods and with a focus on rural environments as an alternate to urban living demands.

(End)

5. 主な発表論文等

〔雑誌論文〕 計1件（うち査読付論文 1件/うち国際共著 1件/うちオープンアクセス 0件）

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3. 雑誌名 Journal of Management and Applied Science	6. 最初と最後の頁 8-15
掲載論文のDOI（デジタルオブジェクト識別子） なし	査読の有無 有
オープンアクセス オープンアクセスではない、又はオープンアクセスが困難	国際共著 該当する

〔学会発表〕 計5件（うち招待講演 0件/うち国際学会 4件）

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2. 発表標題 Community Based Business Model Proposition
3. 学会等名 10th Annual Conference of the Euromed Academy of Business（国際学会）
4. 発表年 2017年

1. 発表者名 Damon Drummond
2. 発表標題 New Direction in Business: Community based business model proposition
3. 学会等名 15th Asia Pacific Conference（国際学会）
4. 発表年 2017年

1. 発表者名 李只香（九州共立大学）
2. 発表標題 コミュニティビジネスモデル：秋津野と韓国ワンズモデルから」
3. 学会等名 経営行動研究学会
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2. 発表標題 Community Business: Rural Revitalization Comparisons
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2. 発表標題 Community Business and its Revitalization
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〔図書〕 計0件

〔産業財産権〕

〔その他〕

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6. 研究組織

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