

Value Chain with the Participation of Urban Agriculture Development by Social Enterprises

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Abstract : In these years, urban agriculture development has been wide spreading all over the world. The development of urban agriculture is an evolution process of highly urbanization, as well as an agricultural phenomenon closely related to the development of economy, society and culture in urban areas. It provides densely populated areas with multi-functional uses of land, impacting strategic development of both large and small towns in the area. In addition, the participation of social enterprises keeps industrial competitiveness and makes gains when facing rapid transformation of industrial structures and new patterns of lifestyles in urban areas. They create better living conditions as well as protect the environment with innovative business beliefs, which give new ways for development of urban agriculture. Also, through building up the value chain, these social enterprises are capable of creating value for urban agriculture. Most of research regarding to social enterprises currently explore the relationship between corporate responsibilities and its role play, operational mode and performance and organizational patterns. Merely some of them discuss the function of social entrepreneurship in the development of urban agriculture. Moreover, none of them have explored the value creation for development of urban agriculture processed by social enterprises, as well as how social enterprises operate to increase competitive advantages, which make it possible to achieve industrial innovation, increase corporate value and even provide services with value creation. Therefore, this research mainly reviews current business patterns and operational conditions of social enterprises. This research endowed social responsibilities, and discusses current development process of urban agriculture. This research adopts Value Chain perspective to discuss key factors for value creation with respect to the development of urban agriculture processed by social enterprises. Thereby after organization and integration this research develops the prospect of value creation referring to urban agriculture processed by social enterprises and builds the value chain for urban agriculture. In conclusion, this research explored the relationship between value chain and value creation, which relates to values of customer, enterprise, society and economy referring to the development of urban agriculture uniquely, in consideration of the participation of social enterprises, and hence built the connection between value chain and value creation in the development of urban agriculture by social enterprises. The research found, social enterprises help to enhance the connection between the enterprise value and society value, mold corporate image with social responsibility and create brand value, and therefore impact the increase of economic value.

Keywords : urban agriculture development, value chain, social enterprise, urban systems

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