

Chapter 8.6

City 2.0 as a Platform for Global E–Entrepreneurship and Innovation

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ABSTRACT

Due to increased cross-boundary flows of resources, local governments have become more concerned with global economic development. In this regard, in this paper, the author discusses how globalisation and related intercity competition pose challenges to the development of cities. The objective is to describe innovative ways of dealing with global intercity competition with special reference to how the tools of City 2.0 may be used to support e-entrepreneurship by connecting local actors to different layers of innovation networks.

INTRODUCTION

Globalisation is a gradual macro-structuration of the world order, which implies a development towards a world-scale systemic interdependency. In such a process exchange and interactive relations and people's orientation bases become global, thus demolishing the institutional boundaries of territorial communities. This, in turn, is why globalisation is dramatically changing the context

of local communities as well as the premises of local development.

Due to increased cross-boundary flows of resources, local governments have become more concerned with global economic development than before. In a way, they are becoming networked cities, their strategic task being the adjustment of local communities to the conditions of global economy. Local governments may do this by enhancing their competitiveness and by trying to influence the overall context within which this intercity competition takes place. Creating successful responses to global intercity competition

DOI: 10.4018/978-1-4666-0882-5.ch8.6

poses a challenge to urban governance, strategic positioning, innovativeness and sustainability (Anttiroiko, 2009c).

This paper focuses on how globalisation and related intercity competition pose challenges to the development of cities. The objective is to describe innovative ways of dealing with global intercity competition with special reference to the idea of City 2.0. Special attention is paid to the utilisation of Web 2.0 applications in global innovation networking.

URBAN RESPONSE TO GLOBALISATION

One of the manifestations of globalisation is that the number of countries promulgating favourable policies towards foreign direct investment (FDI) has skyrocketed since the early 1980s; hence the number of candidate locations for businesses has increased exponentially (Douglas, 2002, p. 56). Another sign of this trend is that the relocations of factories from Western and Northern Europe and the USA to low-cost countries have become daily news (e.g., Collins & Brainard, 2006; Markusen, 2005).

There are two fundamentally different ways of responding to this challenge: to increase the competitiveness of a local community or to affect the very condition within which these intercity relations are determined and regulated. In other words, local response to globalisation has two paradigmatic forms and arenas: (a) competitive development-oriented responses in a dynamic environment of economic competition by which cities attract values of global flows and local businesses produce products and services for global markets, and (b) collaborative welfare-oriented responses in an institutionalised environment, which are needed to promote solidarity and sustainability from the local to the global level as a joint effort of local governments and other public agencies. It goes without saying that it is more

difficult to realise transnational solidarity than to pursue local development policies that aim at benefitting an individual urban community (Anttiroiko, 2009c).

CITY 2.0 AS AN URBAN DIMENSION OF WEB 2.0

Remarks on the Web 2.0 Trend

The core service of the Internet, the World Wide Web (WWW), emerged in the 1990s essentially as the global publication and exchange network dominated by professional and business organisations. In the 2000s new forms of online communities, social networking and content sharing started to change the logic of the use of this global network. These new forms became known as Web 2.0, a concept launched by consultants aspiring to map out the then new trends revolving around the Internet. The term appeared for the first time at the Web 2.0 conference held in 2004 (O'Reilly, 2005).

Web 2.0 refers to the second generation of Web-based communities, networks and hosted services, which facilitates interaction between users. It does not refer to technology as such – i.e., a new technological version of WWW – but rather to the way software developers and end-users use the Web. Web 2.0 applications are illustrated in Figure 1. We focus here on two basic forms of social network services (SNS), which are relevant from a network perspective: profile-based SNS and content-based SNS.

Social networking is about the building and functioning of online social networks for people who share an interest in creating connections and sharing content. These networks are facilitated by hosted services known as social network services (SNS), which can be broadly defined as “*Internet- or mobile-device-based social spaces designed to facilitate communication, collaboration and content sharing across networks of contacts*” (digizen.org, 2008). Most SNSs are

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