
Abstract

The purpose of this study is to discover joint initiatives that can be linked and cooperate with each other based on research and analysis of best practices for supporting small businesses in Gyeonggi-do and Ulsan Metropolitan City, and to suggest specific implementation plans.

As a result of comparative analysis of economic indicators such as the number of businesses in the small business sector in Gyeonggi-do and Ulsan Metropolitan City, the number of employed persons, sales, and the establishment/closure rate, the gap or differentiation and similarity between the two regions are simultaneously confirmed. The small business support projects in Gyeonggi-do and Ulsan Metropolitan City show a very large difference in the total budget, which is considered to reflect the difference in population and financial power.

Among the previously implemented small business support projects in Gyeonggi-do and Ulsan Metropolitan City, the projects evaluated as excellent in performance are selected, the project contents and promotion system are reviewed in detail to diagnose high-performance factors, and the implications of linkage and cooperation between the Gyeonggi-Ulsan region are extracted.

Implications in terms of linkage and cooperation with small business support policies were extracted from the analysis results of excellent projects as follows. First, it is required to have a communal characteristic that shows cooperation and connection as an important point. Second, it is necessary to prepare for a full-fledged transition to online consumption behavior. Third, the strengthening of consumer-oriented personality appears. Fourth, to reflect these factors and achieve practical achievement, cooperative projects are necessary.

According to the results of the analysis, it is judged that the necessity or possibility of linking and cooperating with small business support policies between regions is sufficient through the survey analysis targeting Gyeonggi-do and Ulsan Metropolitan City.

In the short term, it is necessary to put a lot of weight on sharing and supporting Gyeonggi-do's experience and resources related to small business support policy, which has abundant quantitative and qualitative results, for policy development of Ulsan Metropolitan City. In particular, consulting exchange and cooperation projects have few constraints such as merchant organization or local community maturity, so there is a sufficient possibility of securing execution power in the short term only through consultations at the policy level.

“Introduction of Gyeonggi-Ulsan interconnected local currency” is also a project that can be implemented in the short term through consultation at the local government level, but it is preferable to use the form of a local currency of ‘tourism exchange promotion policy issuance’ rather than ‘general issuance’. It is expected that the Gyeonggi Governor will contribute to the realization of various policy goals such as improving the leisure life of local residents, revitalizing the alley economy for small businesses, and balanced regional economic development by facilitating tourism exchange between Gyeonggi-Ulsan by introducing a new local currency for issuing policies for tourism purposes.

In the mid- to long-term, it is necessary to pursue small business-led interregional linkage and cooperation in terms of sustainability. To this end, a project to strengthen the autonomous capacity of small business owners such as local communities, public-private partnerships, and cooperatives is an important task.

Keyword Gyeonggi, Ulsan, Small Business, Support Policy, Local Currency