

Adopting Social Capital Theory to Study Industrialization of Local Culture?The Case of Maple Community

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ABSTRACT

There is quite diversification about culture industrialization research. It is still not able to have deeper discussion about how forming or constructing culture industrialization. For this matter, our research use qualitative research method, interview, to gather related data. Then we use grounded theory method to analyze and construct model. In our research, we use social capital theory to discuss culture industrialization model. Through three steps of grounded theory, firstly, we based on the inner connect and external connect to analyze the data. In this open coding part, we totally get 105 themes. Secondly, in axial coding part, we re-gathered the data that divided in open coding. In this section, we connect category and sub-category to develop three core concepts. Those three core concepts are culture present, culture organization, and business strategy. Finally, at the selective coding, we system observe the relation between core concepts. We construct a maximum concept network for all connection that based on assembles a several partial concepts.

Keywords : social capital theory、 culture industrialization、 industrialization、 local culture industrialization、 maple community

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