
Start-up Ecosystems in Rural Areas of the Ionian Islands Based on the Theory of Entrepreneurial Ecosystems

Nikolaos Apostolopoulos

Department of Management Science and Technology, University of Peloponnese, Tripoli, Greece

Dimitris Petropoulos

Department of Agriculture, University of Peloponnese, Antikalamos, Kalamata, Greece

Sotiris Apostolopoulos

Department of Economics and Business, Neapolis University Pafos, Cyprus

Abstract:

This current study examines the impact of the entrepreneurial ecosystem of the Ionian Islands in relation to sustainable development and community planning. In this light, it examines the impact on value creation, provision, and capture. It essentially focuses on and explores factors such as innovative behaviour, the information system, the islands' resources, specialized personnel, and the degree of dependence on the local community. It also examines local shortages, transaction and transport costs, business risk-taking in the island environment, the degree of integration, and the lack of agglomeration. This research builds on the theory of business ecosystems, using a qualitative approach to identify sustainable policies and applicable business solutions for start-up enterprises in rural areas of the Ionian Islands. It takes into account the comparison among cluster, value network, and business ecosystem based on geographical constraints and locality, competition, cooperation, and the creation and diffusion of knowledge. Empirically, qualitative research was conducted using semi-structured in-depth interviews with the executives of fourteen start-ups in rural areas of the Ionian Islands. The originality of the research lies in filling the research gap that exists for business ecosystems in the context of the island approach based on complexity, interactions, resource use, and the role of local institutions in rural island regions.