



**GESTOR**

Geoestrategia Organizacional:  
Clusters y Competitividad

# **CLUSTERING: Integration and Diversity**

## **clUstEring**

International Conference on Clusters & Industrial Districts

May 25-26<sup>th</sup>, 2017, Valencia (Spain)

Faculty of Economics- University of Valencia

**TITLE: Clustering: Integration and Diversity**

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## 1. Welcome

One more year, the 1st one as workshop and 2nd and this 3rd one as International Conference, it is a pleasure to welcome to all of you to our CLUSTERING event on behalf of the Faculty of Economics of the University of Valencia and the Organizing Committee.

The celebration in our home of the Annual Meeting on Clusters and Industrial Districts, is, with no doubt, a great opportunity to share experiences and knowledge at a different level. In addition, the fact that we are hosting you in a faculty that has such a long history and international tradition of research on geographic agglomeration of economic activity, geographical economy and firm networks, adds potential for this event to be a very fruitful one.

Proximity is a key issue in the discussion about growth and development in a globalized world. The proximity or distance between people, companies or regions affects the frequency and type of their interactions or even costs. A relevant feature is related to the different types of proximities (geographical, institutional, and cultural). The positive relationship between the agglomeration of agents and several dimensions of performance (economic, innovation, entrepreneurial, survival, etc.) is a clear empirical evidence of the influence that geographical proximity has on inter-firm relationships. The variety of forms that the geographical agglomerations can adopt (clusters, industrial districts, parks, ecosystems, etc.) is a sign of the scope of research on these phenomena.

Halfway through that experimental integration and conceptual diversity, we have the institutional and cultural reality of each place: the context. For example, an Italian textile industrial district differs from a Colombian one because the general environment prevailing in each of them differs from each other. A similar thing happens in terms of origin, finding differences between agglomerations of multinational companies of Chinese compatriots or Spanish compatriots.

This reality has inspired the motto for the 2017 conference: CLUSTERING: INTEGRATION AND DIVERSITY. It aims to show that, in the today's globalized world, clusters can help to explain the heterogeneity between the diverse growth pace of firms and regions. In addition, we want to encourage research that considers other territorial realities because, despite this heterogeneity, the value of clusters is increasingly more intense and global. In short, the event aims to be a call for the use of methods and theories on clusters that, no matter the discipline of research, have a vested interest in the context.

This year the programme of CLUSTERING has new events. First of all, instead of being a programme of two days, it will be a three-day conference (24-26 May). That additional day (24<sup>th</sup>) will be used for what we have called, "pre-conference activities", where we handle a request to include specific training on mapping clusters and systematic and integrative literature review methods. In line with our "call for interdisciplinarity on Clustering", the professors Fernando López (U. de Cartagena) y Miguel González-

Loureiro (U. de Vigo) will two seminars on Mapping and Bibliometric review.

The second day, 25<sup>th</sup> of May, will be divided into several sessions. We will enjoy the Welcoming ceremony, the Doctoral Symposium, two Parallel Sessions and a couple of Roundtables. In the welcoming ceremony, the background of the conference, the current situation and challenges will be presented, and we will also have the opportunity to listen to Professor Antonella Zucchella (U. Pavia, Italy), a referent researcher on *International business and Industrial Clusters and Districts*. Antonella will present very interesting conclusions about the internationalization processes of Italian industrial districts, the activities that they are offshoring and the multinational firms that are establishing their activities there. The Doctoral Symposium will be a single session during which 4 selected students and recognized experts in the area of Clusters and Industrial Districts will discuss their Ph.D. projects (presentation-discussion-reply). The discussion will then present a winner for the III Edition of the TORRECID Award for the best proposal. The parallel sessions will present finished or in-progress papers and the Round Table will be a session in which managers and entrepreneurs will discuss the importance of “where” of the business activity. Besides, in a different session practitioners will present their experiences on developing different Cluster Initiatives.

During the third day, on 26<sup>th</sup>, the programme includes three different sessions: a Plenary session, Parallel sessions and a Roundtable. This year the Plenary session is a tribute to professor Giacomo Becattini, who died last January at the age of 90 years old. A. Pezzi will coordinate a session where different professors will debate about the work done by Becattini and his influence in economic and business literature. The rest 7 parallel sessions the participants will continue presenting their research. The last roundtable will include a discussion about the current teaching and research challenges of clustering. The conference will conclude with a closing ceremony in which the main ideas and conclusions of the event will be summarized.

This year, we especially welcome the large number of researchers from geographically distant countries, mainly America (Canadá, USA, Brazil, Colombia, Mexico, Puerto Rico, Costa Rica and Ecuador), those coming from institutionally different countries (Irán, Kazakistán, Finland) and those attending the event for the first time. They all make an enormous effort to come and we wish the conference meets all their expectations and continues to create the atmosphere that fosters the transfer of knowledge and collaboration among all its participants.

Finally, I want to express my gratitude to a few people without whom this event would have been impossible. First of all, I will like to give thanks to Jose E. Clar and the support of the company TORRECID, to the Faculty of Economics and especially to Fina Atienza and the Dean Jose M. Pastor. Above all, I would like to highlight the work and support of the colleagues from our research group GESTOR (Organizational Geostrategy: Clusters and Competitiveness), and the invaluable support of Asun Fernandez and Xavi Molina. You all make possible that we are already planning Clustering 2018.

**Francisco Puig Blanco.**

## **2. COMMITTEES**

### **2.1 Organizing Committee**

Chair:

Francisco PUIG (Universitat de València)

Members:

- Berrbizne URZELAI, University of the West of England (UK)
- Emilio CAMARENA, University of Valencia (Spain)
- Joan CRESPO, Utrecht University, Utrecht (The Netherlands)
- Marcelo ROYO-VELA, University of Valencia (Spain)
- Miguel GONZALEZ-LOUREIRO, University of Vigo (Spain)
- Nina GOROVAIA, Frederick University (Cyprus)
- Orietha E. RODRIGUEZ, Universidad ICESI (Colombia)
- Patricia CARRACEDO, Polytechnic University of Valencia (Spain)
- Santiago CANTARERO, University of Valencia (Spain)

## 2.2 Scientific Committee.

### Chair:

Xavier Molina-Morales (Universitat Jaume I, Castellón).

### Members:

- Aimeé Pérez-Esparza, University of Guadalajara (México)
- Ángel Belzunegui, University Rovira i Virgili of Tarragona (Spain)
- Ángeles Montoro, Complutense University of Madrid (Spain)
- Anoop Madhok, York University of Toronto (Canada)
- Antonella Zucchella, University of Pavia (Italy)
- Barbara Jankowska, Poznań University of Economics and Business (Poland)
- Dale Mathews, University of Puerto Rico (Puerto Rico)
- Daniella Fjellström, University of Gävle (Sweden)
- Eleonora Di Maria, University of Padova (Italy)
- Enrique Claver, University of Alicante (Spain)
- Fabio Sforzi, Università degli studi di Parma (Italy)
- Fiorenza Belussi, University of Padua (Italy)
- Francisco Puig, University of Valencia (Spain)
- Gloria Parra, University of Castilla-La Mancha, (Spain)
- Isabel Díez-Vial, Complutense University of Madrid (Spain)
- Jérôme Vicente, University of Toulouse (France)
- Joan Crespo, Utrecht University, Utrecht, (The Netherlands)
- José A. Belso, Miguel Hernandez University, Alicante (Spain)
- José L. Hervás-Oliver, Polytechnic University of Valencia (Spain)
- Josep A. Ybarra, University of Alicante (Spain)
- Marcelo Royo-Vela, University of Valencia (Spain)
- Mercedes Delgado, MIT Sloan School of Management, Cambridge (USA)
- Miguel Gonzalez-Loureiro, University of Vigo (Spain)
- Naresh N. Pandit, Norwich Business School, (UK)
- Nina Gorovaia, Frederick University (Chipre)
- Pedro Garcia-Villaverde, University of Castilla-La Mancha, (Spain)
- Pervez N. Ghauri, Birmingham Business School (UK)
- Philippe Gugler, University of Fribourg (Switzerland)
- Rajneesh Narula, University of Reading (UK)
- Roberta Rabellotti, University of Padua (Italy)
- Teresa Martínez-Fernández, University Jaume I Castellon (Spain)
- Ulrike Mayrhofer, Université Jean Moulin (France)
- Valentina Di Marchi, University of Padova (Italy)



### 3. Doctoral Symposium and Torrecid Award

The III Doctoral Symposium welcomes professors and doctoral students working on subjects related to Clusters and Industrial Districts. The mission of this event is to put together students and experts in order to present and discuss their ongoing research projects.

Therefore, the objectives of the symposium are: a) to encourage doctoral students in their research and training on Clusters and Industrial Districts; b) to improve the quality of their research proposals. Other elements such as the networking opportunities of the event are also a benefit.

For these reasons, we have organized an exclusive session where students and recognized experts in the area of Clusters and Industrial Districts will discuss, in a presentation-discussion-reply format, different issues related to their PhD. Research, such as the theoretical framework, methodology or the expected contributions.

#### TORRECID Award for the Best Proposal



Among the different thesis proposals presented in CLUSTERING the experts and panel will select the winner of the TORRECID prize. Such recognition and prize will be of € 500 for the doctoral student.

- Winner proposal of 2015: Ms. Berrbizne Urzelai
- Winner proposal of 206: D. Emilio Camarena Gil

#### Scientific Committee 2017:

- Marcelo Royo-Vela (U. Valencia)
- Enrique Claver (U. Alicante)
- Anoop Madhok (York University, Canadá)
- Angeles Montoro (Universidad Complutense de Madrid) (coordinadora).





### Internet Access

Free internet access is available in the rooms Sanchez Ayuso and Villalonga.

## 5. Recommendations for Presentations and Session Chairs

The three rooms where the communications are presented and discussed are equipped with computers that read PowerPoint files as well as projectors and screens.

It is recommended to bring the presentation in a USB and download it into the computer 10 minutes before the start of the session.

Presentations of the parallel sessions should not be longer than 10- 12 minutes so as to have time for debate, to raise questions and provide answers.

Session Chairs should be in the room the 10 minutes before the session starts so as to ensure all presentations have been downloaded into the computer.

The main responsibility of the session Chair is to assure that the session takes place tidily, providing enough time for all communications to be presented and discussed.

It is at the discretion of the Session Chair, after being agreed with the speakers, if discussions will be held after each presentation or at the end of all of them.

As a suggestion for the Seesion Chair, 60% of the time should be given to the presentation and 40% to the debate and discussion.

**\* Important: Given the attendance of non-Spanish speakers, it is suggested that the slides are prepared in English, and the presenter should adapt the speech to the audience's language. The organization will try to complete the sessions considering the similarity of the subjects and language.**

## 6. Drinks, coffee breaks and lunch

To speed up the performance of the sessions, a bar service and restaurant will be available for attendees, which will include coffee, pastries and drinks, as well as the lunch for free for the two days of the conference during both days (Thursday and Friday). That service will be located in different areas of the Faculty Hall (see further details in the full programme).

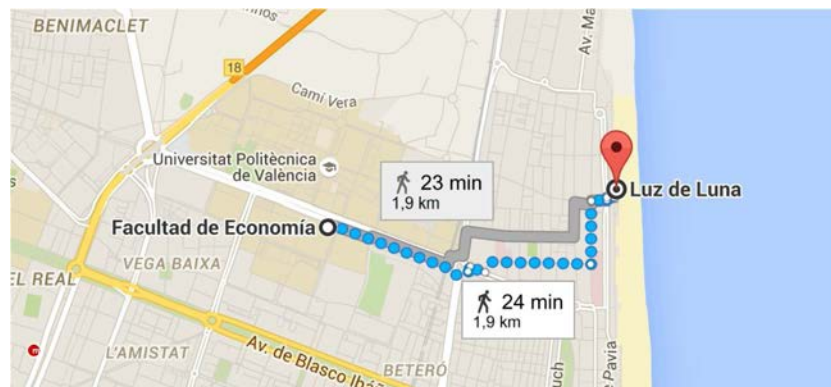


Due to logistics reasons, please inform us about your attendance to the lunch at the moment when you receive your credentials.

## 7. Social Dinner

We have organized a social dinner at the Moonlight Restaurant <http://restauranteluzdeluna.com/> on Thursday 26th at 20:30 pm.

In light of our agenda and the pleasant environment where the restaurant is located, we strongly suggest you go to there by feet, and share a walk with colleagues from the Faculty right after the end of the session on Thursday.



The dinner is included in the registration fee so it is free for the speakers and attendees of the conference. The menú includes Spanish tapas as appetizer (esgarrat con mojama), then one starter (grilled scallops in a bed of crispy spawn and bittersweet sauce), one main dish (millefeuille of beef sirloin and mixgrill of vegetables with a fine sauce of plums) and one dessert (delicias Moonlight with fresh fruit), coffee and drinks.

Should you have any kind of food intolerance, please inform Ms. Berrbizne Urzelai ([urzelaib@gmail.com](mailto:urzelaib@gmail.com))



## 8. Pre-conference workshops on Research Methods

**Workshop 1.** *Mapeando clusters: Los programas Mymaps y SatScan* (F. López-Hernández)

**Workshop 2.** *Systematic and integrative literature review methods: an introduction to bibliometric analysis with HOMALS* (M. González-Loureiro).

 <p>-Fernando LÓPEZ HERNÁNDEZ -Profesor Titular de Universidad -Dep. Métodos Cuantitativos e Informáticos -U. Pol. de Cartagena, Spain -EMAIL: <b>fernando.lopez@upct.es</b> -<a href="http://metodos.upct.es/falopez">http://metodos.upct.es/falopez</a></p>	 <p>-Miguel GONZÁLEZ-LOUREIRO -Assist. Professor -Dep. of Business Management and Marketing. -University of Vigo, Spain -EMAIL: <b>mloureiro@uvigo.es</b> -<a href="http://migonlou.webs.uvigo.es/">http://migonlou.webs.uvigo.es/</a></p>
<p>Language: SPANISH</p> <p>El objetivo del taller es mostrar algunos de los Sistemas de Información Geográfica (SIG) que permiten la elaboración de mapas temáticos junto con el software estadístico <i>SatScan</i> para la identificación de clústeres espaciales. El taller tendrá una eminente carácter práctico con diversos ejercicios orientados al mapeo de estos clústeres.</p>	<p>Language: ENGLISH</p> <p>This workshop aims at training scholars in the use of homogeneity analysis by alternating least squares to obtain a map of extant research in a certain topic. It will follow a systematic approach to formulate the research statement, gathering articles, content analyzing them and mapping. An example applied to Clusters/ Ind. Districts /Agglomerations will be provided.</p>
<p style="text-align: center;"><b>1. Mapeando clusters</b></p> <p><b>Índice</b></p> <ol style="list-style-type: none"> <li>1. La información con referencia espacial.</li> <li>2. Herramientas de software libre para la elaboración de mapas temáticos:             <ol style="list-style-type: none"> <li>2.1 MyMaps de Google.</li> </ol> </li> <li>3. Identificación de clústeres espaciales con <i>SatScan</i> y <i>Google Earth</i></li> </ol>	<p style="text-align: center;"><b>2. Bibliometric Analysis with HOMALS</b></p> <p><b>Index</b></p> <ol style="list-style-type: none"> <li>1. Systematic literature review: key notions and expected results</li> <li>2. Planning the search and data extraction</li> <li>3. Building the map             <ol style="list-style-type: none"> <li>a. Building the dictionary of descriptors: Wordstat software</li> <li>b. The matrix of articles x descriptors</li> <li>c. The result: mapping the intellectual structure of a research field (HOMALS)</li> </ol> </li> <li>4. Example: the map of research on clusters, industrial districts and agglomerations</li> </ol>



## 9. Keynote Speakers

### **Antonella Zucchella:**

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Antonella Zucchella is professor of Marketing at the University of Pavia in Italy and Senior Research Scholar at Anglia Ruskin University in Cambridge, UK. She is also visiting professor of International Marketing at the University of Strasbourg in France. She is member of the Italian Academy of Management, of the Academy of International Business and of the European International Business Association.



Her research interests are in international business and international entrepreneurship, small business management and entrepreneurship. She published in *International Business review*, *Management International Review*, *Journal of World Business*, *Journal of Institutional Economics*. She is also author of several books, like “International entrepreneurship” published by Palgrave and “Business Models for life sciences” published by Routledge.

### **Alberto Pezzi:**

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Alberto Pezzi is the Director of the clusters unit at ACCIÓ – the competitiveness agency of the Government of Catalonia. He has over 20 years of experience in competitive strategy and cluster development working both in international consultancy firms and in the public sector.

As part of his professional pro-bono activity, Alberto has been among the promoters of TCI Network and since 2003 is member of the board of directors, serving as secretary, president and, presently, as treasurer. He is also actively involved in different advisory groups at European and international level and he is the author of different articles and business cases on cluster policy and practice.



Alberto is regularly invited to speak in international forums and has collaborated as expert with academic institutions like IESE and ENA and with international organizations like the European Commission, the World Bank and UNIDO.

Alberto holds a BSc in Economics by the University of Bologna, a master in European Law and Economics from the European College of Parma and a postgraduate diploma in Economic History and Institutions from the Universitat Autònoma de Barcelona.



## Speakers

### Workshop: “Cluster Initiatives” (Spanish)

- **Rony Mauricio**, Technological Institute of Costa Rica (Costa Rica).
- **Enrique Díaz**, BusinessFokus & Public University of Navarra (Spain).
- **Carlos Cote**, ICESI University (Colombia).
- **Miguel González-Loureiro (modera)**, University of Vigo, (Spain).

### Roundtable with managers: “The value of WHERE for the economic activity” (Spanish)

- **Antonio Collado** – Quality Department, FORD España.
- **Jose E. Clar** – HHRR Manager, TORRECID-España.
- **Pepe Serna** – Competitiveness Department of ATEVAL.
- **Jorge Hermosilla** (Vicechancellor of Participation and Territorial effect, U. València).
- **M. Teresa Pastor (coordina)** (CEU, Alicante, España).

### Roundtable with academics: “Present and future of research on Clustering” (English)

- **Roger Strange** (University of Sussex, UK).
- **Cristina Boari** (Università di Bologna, Italy).
- **Anoop Madhok** (York University, Canada).
- **Xavier Molina-Morales** (modera), Universidad Jaume I, (Spain).

## 10. Tribute to Giacomo Becattini

*Tribute to Giacomo Becattini (1927 – 2017) by Alberto Pezzi<sup>1</sup>*

Hall (salón de Grados): Friday, 26th May 2017: 12:30-13:15.



This 2017 starts with a sad news for cluster practitioner's community: the loss of Prof. Giacomo Becattini, the father of the industrial districts and of many other important concepts at the basis of our work.

Becattini, born in Florence in 1927, was an Italian economist and humanist who dedicated his academic life to investigating industrial districts and its importance for local economic development. In particular, Becattini built on Alfred Marshall's ideas regarding the positive externalities of specialized industrial locations in the England of industrial revolution, for developing a new theory on the importance of territorial specialization and its effects at socio-economic level.

Taking as example and privileged point of observation its native region in center Italy, Tuscany, Becattini elaborated a series of theories centered on the industrial districts and, particularly in its socio-economic dimension and its historical evolution. Becattini not only worked as an academic at the University of Florence, of which he was an Emeritus, but was also worried about bringing his theories into practice being the founder of IRPET, an agency dedicated to territorial development. He was also the author of hundreds of publications including newspaper articles that arrived to a large public, especially in Italy.

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<sup>1</sup> Published in <http://www.tci-network.org/news/1173> on 30.01.2017

Becattini's research concerns were often oriented to understand the economic phenomenon of industrial districts and clusters in its multi-disciplinary aspects and its historic perspective. Becattini focused on understanding the interrelations between economic development and its effect on the social and cultural fabric of a community. An example of Becattini's work in this sense is the book *The caterpillar and the butterfly* where, by describing the evolution of Prato, a medium size town close to Florence specialized in textile industry, he correlated the effects of economic specialization in the different aspects of economy and the society.

At TCI Network we had the chance to listen and learn from Prof. Becattini, who was unable to travel since many years due to health problems that limited his mobility, in a couple of occasions in the framework of our Global Conferences: a debate with Prof. Michael Porter in the year 2000 in Glasgow and a video interview especially recorded for the TCI conference in Lyon in 2006.

In both occasions, Prof. Becattini gave a passionate defense of his ideas regarding the positive externalities of territorial specialization without paying too much attention to the academic definition of clusters and industrial districts: he preferred focusing on their key features and on their capacity of generating specialized knowledge or a better resilience to economic crisis. Becattini's concern, also in these occasions, was to go beyond the superficial aspects of economics and to try going more in depth with a touch of philosophy when he advised policy makers to better know their territories and communities making reference to the Latin phrase *nosce te ipsum*, before designing policies.

Giacomo Becattini has been without any doubt one of the reference figures for those who, from any perspective and from any territory around the world, are dedicating their professional lives to local and regional economic development with a special care not only to economic performance, but also to socio-economic implication and strengths of territorial specialization. His huge legacy will last forever and many of his teachings will continue to be, knowingly or not, the basis of cluster professionals' theory and practice.

## 11. Short program

### WEDNESDAY 24th MAY

ROOM 1.P03 (F. ECONOMÍA)

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Pre- conference activities:

10.30-13.30 Mapeando clusters (Fernando López-Hernández)- Spanish

15.30-18.30 Systematic and integrative literatura review methods (Miguel González-Loureiro)

### THURSDAY 25TH MAY

SALÓN DE GRADOS (HALL OF THE FACULTY OF ECONOMICS)

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08.00-09.00 Registration.

09.00-10.30 Welcome and Opening session Prof. Antonella ZUCHELLA, U. Pavia (Italy)

*Coffee Break (10.30-11.00)*

11.00 - 13.15 Doctoral symposium

*Lunch (13.15-15.00)*

ROOMS IGNASI VILLALONGA Y SÁNCHEZ AYUSO (1st floor)

15.00-17.00 Parallel sesión 1 and Workshop Cluster Initiatives

*Coffe- Break (17.00-17.30)*

17.30-19.00 Parallel Session 2 and roundtable with managers “The value of WHERE”of the business activity (Spanish)

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*20:30 SOCIAL DINNER (Rte. Luz de Luna)*

**FRIDAY 27th MAY**

ROOM 1 (S-1) “SALA IGNASI VILLALONGA” and ROOM 2 (S-2) “SALA SÁNCHEZ AYUSO”

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08.00-09.00 Registration

09.00-10.30 Parallel Session 3, 4 and 5.

*Coffee-Break (10.30-10.45)*

10.45-12.15 Parallel Session 6, 7 and 8.

*Coffee-Break (Hall Faculty) (12.15-12.30)*

SALÓN DE GRADOS (HALL OF THE FACULTY OF ECONOMICS)

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12.30-13.15 Plenary Session: Tribute to Professor Giacomo Becattini (1927-2017).

*Lunch (13.30-15.00)*

SALÓN DE GRADOS (HALL OF THE FACULTY OF ECONOMICS)

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15.00-16.30 Parallel Session 9

*Coffee-Break (Hall Faculty)*

17.00-18.00 Roundtable with Academics: Current and Future Research Lines on Clustering

**18.00 Conclusions and closing**

## 12. Detailed programme

<b>WEDNESDAY 24<sup>TH</sup> MAY</b> <i>ROOM 1.P03 (F. ECONOMÍA)</i>	
<b>10:30-18:30</b>	<b>Pre- conference activities</b>
10:30-13:30	Mapeando clusters (Fernando LOPÉZ-HERNÁNDEZ)
15:30-18:30	Systematic and integrative literature review methods (M. GONZÁLEZ-LOUREIRO)

<b>THURSDAY 25<sup>TH</sup> MAY (09:00-13:15 H)</b> <i>HALL (SALÓN DE GRADOS)</i>	
<b>08:00-09:00</b>	<b>Registration</b>
09:00-10:30	<p><b>Welcome:</b></p> <ul style="list-style-type: none"> <li>• Jorge <b>Hermosilla</b> (Vicerrector de Territorio, UV)</li> <li>• José M. <b>Pastor</b> (Decano Facultat d'Economia, UV)</li> <li>• Juan F. <b>Martínez</b> (Director Dep. Dirección de Empresas, UV)</li> </ul> <p><b>Opening session:</b> (Prof. Antonella ZUCHELLA, U. Pavia (Italia))</p> <p><i>"Inward and outward internationalisation patterns of industrial districts"</i></p>
10:30-11:00	<b>Coffee Break</b>
11:00-13:15	<p><b>Doctoral symposium</b></p> <p><u>Propuestas y autores:</u></p> <p>-Análisis de la transmisión del conocimiento entre los trabajadores del distrito industrial (<b>Eduardo Dias Leite</b>).</p> <p>-Análisis de la orientación emprendedora sobre el ecosistema emprendedor y su desempeño (<b>Luis F. Serna Hernández</b>).</p> <p>-Understanding sub-national location decisions of multinational enterprises (<b>Markus Laine</b>).</p> <p>-Las innovaciones tecnológicas disruptivas en el contexto de los clústeres. Una visión relacional (<b>David Valiente Bordanova</b>).</p> <p><u>Tribunal y Expertos:</u></p> <ul style="list-style-type: none"> <li>• Marcelo <b>Royo-Vela</b> (U. València).</li> <li>• Enrique <b>Claver</b> (U. de Alicante)</li> <li>• Anoop <b>Madhok</b> (York University, Canada)</li> <li>• Ángeles <b>Montoro</b> (U. Complutense de Madrid). (Coordina)</li> </ul>
13:15-15:00	<b>Lunch</b> (announcement of TORRECID Award)

**THURSDAY 25<sup>TH</sup> MAY (15:00-19:00 H)**  
**ROOMS IGNASI VILLALONGA AND SÁNCHEZ AYUSO (1ST FLOOR)**

**Parallel sessions and Roundtables**

15:00-17:00	<p><i>Sesión paralela 1<sup>a</sup></i></p> <p><b>Coordina:</b> <i>Bartolomé Marco-Lajara</i></p> <p><i>Detecting clusters based in life expectancy (Carracedo, Debón, Iftimi, Montes y Sánchez-Barricarte. VIU-Valencia-SPAIN )</i></p> <p><i>La pertenencia a un parque científico y el desempeño innovador (Pelechano, Garcia-Muiña y González-Sánchez. U. Rey Juan Carlos-SPAIN)</i></p> <p><i>Los costes de transacción en el distrito industrial (Claver-Cortes, Marco-Lajara, Seva-Larrosa y Castaño-Poveda. U. Alicante-ESPAÑA)</i></p> <p><i>Elche Parque Empresarial: polo de atracción de empresas (Gran Rico, Mateos y Pastor, CEU-Elche-SPAIN)</i></p>	<p><i>Workshop: CLUSTER INITIATIVES</i></p> <p><b>Chair:</b> <i>Miguel González-Loureiro</i></p> <p><i>-Cluster de Logística de Navarra (E. Díaz, BusinessFokus-España)</i></p> <p><i>-Cluster de Energía Colombia (C. Cote, ICESI-Colombia)</i></p> <p><i>-Clusters de turismo de Costa Rica (Rony Mauricio, TEC-Costa Rica)</i></p>
17:00-17:30	<b>Coffee Break</b>	
17:30-19:00	<p><i>Parallel session 2<sup>a</sup> (English)</i></p> <p><b>Chair:</b> <i>Luis Cháfer</i></p> <p><i>Intra-cluster cooperation enhancing SME's competitiveness- The role of cluster organization in Poland (Jankowska, Götz &amp; Glowka. Poznan University-POLAND)</i></p> <p><i>Manufacturing and performance in industrial district firms: the impact of firms' location choice in global value chains (Bettiol, Burlina, Chiaversio &amp; Di Maria. U. of Padova-ITALY)</i></p> <p><i>Geographical clustering in Mondragon: the power of history that inspires future (Urzelai &amp; Cantarero. U. West England.-UK)</i></p>	<p><i>Mesa redonda managers</i></p> <p><b>Chair:</b> <i>M. Teresa Pastor</i></p> <ul style="list-style-type: none"> <li>• Pepe Serna (ATEVAL)</li> <li>• Jose E. Clar (Torrecid)</li> <li>• Jorge Hermosilla (U. Valencia)</li> <li>• Antonio Collado (Ford)</li> </ul>
21:00	<b>Social Dinner (Rte. Playa "Luz de Luna")</b>	

**FRIDAY 26<sup>TH</sup> MAY (09:00-13:15 H)**  
**ROOMS IGNASI VILLALONGA AND SÁNCHEZ AYUSO (1ST FLOOR)**

08:00-09:00

**Registration**

**Parallel sessions**

09:00-10.30	<p>Parallel session 3<sup>a</sup> (English)</p> <p style="text-align: center;"><b>Chair</b> Polavarapu Rao</p> <p><i>Economic Competitiveness: effects of clustering, organizational innovation and location in the Colombian hotel industry</i> (<b>Rodriguez, Gonzalez-Loureiro &amp; Puig</b>. ICESI-Cali-COLOMBIA)</p> <p><i>Cluster's internationalization platform as a springboard for internationalization of firms in the age of digitalization</i> (<b>Osarenkhoe &amp; Fjellström</b>. U. of Gävle-SWEDEN)</p> <p><i>Risk Management in a Pharmaceutical Cluster in Puerto Rico: An operation perspective</i> (<b>Ayala</b>. U. San Juan de PR-PUERTO RICO)</p>	<p>Sesión paralela 4<sup>a</sup></p> <p><b>Coordina:</b> Teresa Martínez</p> <p><i>Spin-off y clusters: una aplicación al sector de la tecnología de la información</i> (<b>Coelho, Hoffmann y Martinez-Fernandez</b>. U. Brasilia-BRASIL)</p> <p><i>Competing in financial service: the evolution of the Andorran banking cluster, 1930-2007</i> (<b>Galabert</b>. U. Barcelona-ESPAÑA)</p> <p><i>El cluster de la piedra de la comarca del mármol (Almería). Evolución y resiliencia</i> (<b>Carretero y Aznar</b>, U. Almería-ESPAÑA)</p>	<p>Sesión paralela 5<sup>a</sup></p> <p><b>Coordina:</b> Aimeé Pérez</p> <p><i>The transmission of knowledge among industrial district workers</i> (<b>Dias-Leite</b>. UJI-Castellón-España)</p> <p><i>La importancia del trabajo colaborativo como impulsor del capital intelectual en la empresa artesana mexicana</i> (<b>Pérez-Esparza</b>. U. Guadalajara-MÉXICO)</p> <p><i>The value of PhDs for low-tech labour markets</i> (<b>Ortega-Colomer</b>. UPV-Valencia-ESPAÑA)</p> <p><i>Análisis de exportación de cacao con certificación en mercado internacionales</i> (<b>González, Mendoza y Apolinario</b>. U. Guayaquil-ECUADOR)</p>
10.30-10.45	<b>Coffee- Break</b>		
10:45-12:15	<p>Parallel session 6<sup>a</sup> (English)</p> <p><b>Chair:</b> Daniella Fjellström</p> <p><i>Industry 4.0, global value chains and international business</i> (<b>Strange &amp; Zucchella</b>. U Sussex-UK )</p> <p><i>Multinationals and entrepreneurs: the case of Indian IT services clusters</i> (<b>Rao</b>. Long Island University-USA)</p> <p><i>Microfoundations of a</i></p>	<p>Sesión paralela 7<sup>a</sup></p> <p><b>Coordina:</b> Anselmo Carretero</p> <p><i>Bibliographic coupling between scientific papers in recent literature on clusters and industrial districts.</i> (<b>Garcia-Lillo, Claver-Cortes, Marco-Lajara y Úbeda-García</b>. U. Alicante-ESPAÑA)</p>	<p>Sesión paralela 8<sup>a</sup></p> <p><b>Coordina:</b> Encarna Manresa</p> <p><i>The importance of power in the fragmentation of production and innovation systems in Latin America</i> (<b>Gallego-Bono y Tapia-Baranda</b>, U. Valencia-ESPAÑA)</p> <p><i>Multinationales</i></p>



	<p><i>national clusters- a multiple case study of FDI location decision making (Laine. Turku School of Economics-FINLAND)</i></p> <p><i>New roles for supporting organizations: enhancing cluster innovativeness by connecting knowledge networks (Belso-Martinez, Lopez-Sanchez &amp; Mateu-Garcia. U. Miguel Hernández-Elche-ESPAÑA)</i></p>	<p><i>Orientación al mercado y desempeño organizativo. El efecto moderador de la localización (Amézquita, Puig y Royo-Vela. ICESI-Cali-COLOMBIA)</i></p> <p><i>Innovaciones tecnológicas disruptivas en el contexto del cluster industrial. (Molina-Morales, Martínez-Cháfer y Valiente-Bordanova. UJI-Castellón-ESPAÑA)</i></p>	<p><i>emergentes en el sector hostelero español. Un análisis a partir de la teoría de los distritos turísticos (Marco-Lajara, Claver-Cortes, Úbeda-García, García-Lillo y Zaragoza-Saez. U. Alicante-ESPAÑA)</i></p> <p><i>Multinacionales de países emergentes, localización y resultado. Un análisis en el sector servicios (Camarena. U. Valencia-ESPAÑA)</i></p>
<b>HALL (Salón de Grados)</b>			
12:30-13:15	<p><b>Plenary session:</b> Giacomo Becattini Memorial (1927-2017)</p> <p>Chair: Alberto PEZZI (ACCIÓ and Gen. Catalunya)</p>		
13:15-15:00	<b>Lunch</b>		
15:00-16:30	<p style="text-align: center;"><i>Parallel Session 9<sup>a</sup> (English)</i></p> <p style="text-align: center;"><b>Chair:</b> Berrbizne Urzelai</p> <p><i>The influence of social capital and regional determinants on export intensity in clusters (Burlina, Martínez-Cháfer &amp; Molina-Morales. UJI-Castellón-ESPAÑA)</i></p> <p><i>Location choice: Agglomeration economies, industry clusters and country of origin clusters (Puig, Shen &amp; Madhok. U. Valencia-ESPAÑA)</i></p> <p><i>The Wenzhou footwear cluster: Lessons in clusters development (Tsakalerou. Nazarbayev University-KAZAKHSTAN)</i></p>		
<b>HALL (Salón de Grados)</b>			
17:00-18:00	<p style="text-align: center;"><i>Roundtable with Academics (English)</i></p> <p><b>Chair:</b> Xavier Molina-Morales</p> <ul style="list-style-type: none"> <li>• Roger Strange (University of Sussex, UK).</li> <li>• Cristina Boari (Università di Bologna, Italy).</li> <li>• Anoop Madhok (York University, Canada).</li> </ul>		
18:00	<b>CONCLUSIONS AND CLOSING</b>		

## 13. Pararell sessions

### ROOM 2 (S-2) "SALA SÁNCHEZ AYUSO"

Parallel sesión #1. Thursday 15.00-17.00h

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#### Detecting clusters based on life expectancy.

**Patricia Carracedo**

Universitat Politècnica de València  
Valencian International University (VIU)  
Spain

**Ana María Debón**

Universitat Politècnica de València  
Spain

**Adina Iftimi**

Universitat de València  
Spain

**Francisco Montes**

Universitat de València  
Spain

**Jesús Javier Sánchez-Barricarte**

Universitat de València  
Spain

#### **Abstract:**

During the last two centuries, the increase in life expectancy was confirmed worldwide fact, especially in western countries. France is a large country with great geographical diversity, which has large socio-economic differences among its departments. This diversity is reflected in the life expectancy at birth  $e_0$  which shows differentiated behaviour within the country.

The objective of this paper is to detect spatial and spatiotemporal relations of the  $e_0$  in different metropolitan French departments throughout the period 1833-1978. For this, a descriptive study in which clusters of départements with similar or different patterns of evolution over the period above mentioned were detected. These clusters were studied using a spatiotemporal method in which the time function describing the evolution of life expectancy at birth is reduced to a single variable that measures the distance or affinity between the time functions of each departments.

Finally, two significant clusters with a different sign were detected. A cluster of high  $e_0$  which was located in the southwest of the country and other cluster was located of low  $e_0$  in the northwest of the country.

**Bibliographic coupling between scientific papers in recent literature on clusters and industrial districts: detecting and visualizing emerging 'research fronts' in this field of research**

**García-Lillo, F.**

Universidad de Alicante,  
Spain

**Claver-Cortés, E.**

Universidad de Alicante  
Spain

**Marco-Lajara, B.**

Universidad de Alicante  
Spain

**Úbeda-García, M.**

Universidad de Alicante  
Spain

**Seva-Larrosa, P.**

Universidad de Alicante  
Spain

**Abstract:**

During the last two decades, author and document citation and co-citation analyses –all of them developed in the fields of bibliometrics and scientometrics– have been relatively often applied to map the intellectual structure or knowledge base of different scientific fields, domains or disciplines. Also in the fields of management and organization –an example of an interesting review of the literature dedicated to these matters is the one carried out by Zupic and Čater (2015).

Even the literature on clusters and industrial districts: a previous work published in *Papers of Regional Science* by the authors of this study tried to identify such intellectual structure or base through the analysis of 1,344 papers published between 2000 and 2015. The technique of bibliographic coupling between scientific papers (Kessler, 1963), which seeks to identify the various active research fronts in a scientific field or discipline by means of a study about the most recent literature and additionally offers a more realistic portrait of the current state of the art, has been a less commonly used analysis technique, though.

The present research work precisely has as its purpose to apply the aforementioned technique to papers on clusters and industrial districts recently published in different journals belonging to the areas of economy, management, business, planning development, urban studies and geography, thus trying to identify and visualize –through social networks analysis (SNA)– the research fronts to which the preceding paragraph refers. It is therefore our intention to complement those other studies where an effort has been made to identify the intellectual base or structure of that study field.

**Regiones, desarrollo y conocimiento: el lugar de la Comunidad Valenciana en el contexto europeo**

**Angel Belzunegui Eraso**

Rovira I Virgili University, Tarragona  
Spain

**Miguel Ángel Miralles Amorós**

Miguel Hernández University, Elche  
Spain

**Maite Pastor Gosálbez**

CEU University, Elche  
Spain

**Abstract :**

El proceso de integración y cohesión en Europa tiene como protagonistas las regiones y ciudades europeas aunque normalmente se hable más de Estados. En estas unidades territoriales es donde se desarrolla la Europa del futuro en lo que respecta a la generación de conocimiento e innovación. En esta comunicación realizamos un análisis clasificatorio de las regiones europeas a nivel de NUTS-2 combinando indicadores económicos, sociales, institucionales y de innovación.

El objetivo es situar a la Comunidad Valenciana en el contexto regional europeo de desarrollo y conocimiento realizando un ejercicio comparativo de los indicadores entre las regiones. Para ello utilizamos los datos procedentes de las estadísticas regionales de la UE publicados por Eurostat, creando una matriz específica que combine los indicadores seleccionados.

## **Elche Parque Empresarial: atractor de empresas**

**Francisco Javier Gran Rico**

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**M<sup>a</sup> Teresa Pastor Gosálbez**

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### **Abstract:**

En este trabajo se evalúa la relevancia económica de un parque empresarial de referencia como es Elche Parque Empresarial (EPE), se analiza la dimensión económica del mismo, los distintos sectores económicos que se encuentran reflejados así como el peso económico del sector empresarial que se encuentra instalado en dicho parque. Se pretende también identificar las variables que hacen de Elche Parque Empresarial un Proyecto de éxito.

El estudio realiza un análisis cuantitativo de las empresas que tienen su actividad económica en EPE, así como un análisis cualitativo que pretende identificar las variables con mayor influencia en los buenos resultados económicos que se derivan de EPE y de su gestión.

## **ROOM 2 (S-2) "SALA SÁNCHEZ AYUSO"**

**Parallel sesión #2. Thursday 17.00-19.00h (English)**

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### **Intra-cluster cooperation enhancing SMEs' competitiveness – the role of cluster organisations in Poland**

**Barbara Jankowska**

Department of International Competitiveness, Poznan University of  
Economics and Business  
Poland

**Marta Götz**

Vistula University (Warszawa)  
Poland

**Cezary Główka**

Leszno Printing and Advertising Cluster (Bolesława)  
Poland

#### **Abstract:**

The determinants of SMEs' competitiveness and, in particular, the constraints faced by SMEs, as well as the implications of the barriers for a firm's growth have been investigated by a great number of researchers. Despite the popularity of the studies focused on SMEs competitiveness this topic is not losing its relevance, since SMEs are backbone of national economies. The issue is of even greater importance for post-transition economies.

In this paper, we argue that intra-cluster cooperation, which should epitomise the genuine and fully fledged cluster, provides cluster firms, in particular SMEs, with advantages and thus can assist SMEs in upgrading their competitiveness. Special role play in this respect also dedicated cluster organisations. The conceptual part of the paper is accompanied by empirical considerations. Best practices from selected Polish clusters dominated by micro, small and medium enterprises are presented.

# **Manufacturing and performance in industrial district firms: the impact of firms' location choice in global value chains**

**Marco Bettiol**

Dept. of Economics and Management University of Padova  
Italy

**Chiara Burlina**

Dept. of Economics and Management University of Padova  
Italy

**Maria Chiarvesio**

Dept. of Economics and Statistics University of Udine  
Italy

**Eleonora Di Maria**

Dept. of Economics and Management University of Padova  
Italy

## **Abstract:**

The debate on the internationalization of production, started by highlighting the opportunities in terms of costs and resources related to offshoring, has stressed the low value related to manufacturing (smile framework). In fact, by emphasizing the need to focus on high value- added activities, such as R&D and marketing, this debate has considered manufacturing not as central in the process of value creation, as well summarized by the "smile model" proposed by Mudambi (2008).

The aim of the paper is to explore district firms' location choices of manufacturing activities between local and global and their impact on performances. More specifically, our research question is to evaluate the impact of location choices of manufacturing on the firm's performance, in the actual context of backshoring and manufacturing revamping. In this perspective, in fact, assumptions that led to internationalization of manufacturing activities could be reconsidered and local production could be a competitive resource impacting positively on firms' performances. Besides it's our interest to evaluate in which conditions different internationalization strategies lead to positive performances.

The research questions are investigated through both quantitative and qualitative research on a sample of ID firms in order to depict the actual organization of the global value chain with specific attention to manufacturing activities, the main drivers that push district firms to internationalize value chain activities in relation to their competitive strategy and the performances in terms of turnover and profitability obtained in the last ten years.

First evidence show that the district system confirms its role of pooling specialized competences and product know-how, being decisive for firm's innovation and responsiveness to international markets; in fact, IDs seem to play a mediating role in the internationalization of manufacturing activities. Although IDs' firms, especially the leading ones, offshored production, they still maintained relationships with local suppliers, while

there is a not marginal percentage of companies that is still totally located in the district. Contrary to what we can expect, the first strategy appears not to be necessarily the one that allowed to produce better performances.

**Geographical clustering in Mondragon:  
The power of history that inspires future**

**Berrbizne Urzelai**

University of the West of England  
United Kingdom

**Santiago Cantarero**

University of Valencia  
Spain

**Abstract:**

The objective of this paper is to analyse the functioning and mechanisms of the historical geographical groups of Mondragon as a knowledge base to understand the importance of the territorial linkages and horizontal intercooperation.

For that we conducted in depth face to face interviews to 12 founders, historical members and managers of Mondragon geographical clusters. Some of these interviewees were disciples of father Arizmendiarreta and the founders of the Mondragon Experience and the first cooperative, Ulgor.

The new phenomena of Mondragon points towards external markets and a strategy that promotes corporate geographical clusters in countries such as China, Russia or India, in a moment where the social dimension of cooperatives is submitted to debate. Considering that the historical geographical groups had a strong social element, the learnings taken from these experiences add value to this new conceptualization of country-of-origin clusters, where the social support and ethnic ties provide legitimacy and tacit knowledge sharing. The research analyses the antecedents of this clusters by looking at their historical organizational context.



## **ROOM 2 (S-2) "SALA SÁNCHEZ AYUSO"**

**Parallel sesión #3. Friday 09.00-10.30h (English)**

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### **Economic Competitiveness: effects of clustering, organizational innovation and location in the Colombian hotel industry**

**Orietha E. RODRIGUEZ**

Universidad ICESI, Cali  
Colombia

**Miguel GONZÁLEZ-LOUREIRO**

Universidad de VIGO (Spain) & CIICESI-Inst. Politécnico de Porto (Portugal)

**Francisco PUIG**

Universitat de València  
Spain

#### **Abstract:**

Hotels' economic competitiveness depends on both external and internal elements to the firm. Internal ones strongly relate to the hotel's strategy and structure. On the other hand, external factors have to do with the geographical context in which the hotel is (location) and the relational, cooperative framework among the firms in that location (clustering).

In a certain context, organizational innovation is a type of strategy easing the adaptation to that context and, in addition, it increases the hotel's competitiveness. However, the effect of those innovations may be heterogeneous and vary depending upon contextual factors. Thus, this paper's main goal is to study the extent to what clustering and location both affect the implementation of those innovations in hotels. Jointly, these three factors should explain the hotel's competitiveness, while research in services, such as the hotel industry, has largely ignore the relations among this combination of internal and external elements. Our operationalization of variables enables controlling for the effect of locational factors and their potential impact on the relationship of clustering and innovation on competitiveness.

This empirical study is based on survey conducted among a sample of 131 hotels in Colombia in 2014. The results show that the level of economic competitiveness varies when clustered and non-clustered hotels are compared. In addition, location moderates the relation between the implementation of organizational innovations and that competitiveness. We provide theoretical and practical arguments to explain this and propose further research avenues to enlarge the understanding of the benefits and perils of clustering in certain locations.

## **Cluster´s internationalisation platform as a springboard for internationalisation of firms in the age of digitalisation**

**Aihie Osarenkhoe**

Department of Business & Economic Studies, University of Gävle  
Sweden

**Daniella Fjellström**

Department of Business & Economic Studies, University of Gävle  
Sweden

### **Abstract**

The following research question is used to guide the exploratory nature of this study: What platform does cluster organisation create to enable its internationalisation process in order for its partner´s organisations (SMEs) to effectively manage the challenges brought about by the cataclysmic changes in business logic in the age of globalisation and digitalisation?

This study aims to shed light on exogenous gaps that are critical to cluster dynamics (Morgulis-Yakushev and Sölvell, 2017). Thus, responding to recent calls (Jankowska and Główka, 2016; Valdaliso, Elola and Franco, 2016) for more research on gaps that are alien to the cluster, consisting of cross-cluster gap barring collaboration and interaction with firms in other clusters, and, most especially, the global market gap barring collaboration and interaction with global markets.

Data was collected at Future Position X (FPX) – a leading European cluster organisation within geographical information. FPX initiates and supports research and innovation projects as well as helps companies and organizations to reach new markets. Primary and secondary data sources were used in this study.

Implications of this study are that internationalisation of clusters gains a new dimension and quality, if the future transnational collaboration and interaction is driven by a deep understanding of ongoing transformation processes in respective value chains – a process which is a sequel to digitalisation and globalization (Hagberg et al. 2016). It is obvious that such transformation processes or digitalisation process may have different dynamics in different regions (Holmlund et al. 2017). Therefore, clusters should focus their international and global partnerships on those regions with the highest dynamic. This is one important pre-condition to successfully conquer related markets or initiate cooperation with sustainable impacts. Furthermore, this study demonstrates that cluster companies can leverage on internationalisation operations performed by cluster organisations.

This study offers insight into internationalisation of cluster in a Sweden context. It bridges the approaches to firm internationalisation with the theory of clusters. This is the first study to incorporate discussions on digitalisation in cluster internationalisation. This is particularly important because to succeed in the global marketplace, SMEs must put digitalisation in the centre of their international strategy. Furthermore, by focusing solely

on exogenous activities which serve to improve cooperation with global markets, that are critical to cluster dynamics, this study contributes to the literature examining location can help firms to increasing their competitiveness and thus supporting them in getting access to global value chains and new markets.

## **Risk Management in the Pharmaceutical Cluster in Puerto Rico: An Operational Historical Perspective**

**Jorge Ayala Cruz**

School of Business Administration, University of Puerto Rico  
Puerto Rico

### **Abstract:**

Throughout its history, the pharmaceutical cluster in Puerto Rico (PR) has been using various company-centric and network-interconnected risk management strategies to prevent and mitigate losses prompted by internal and external uncertain causes. Beginning with the approval of 'Operation Bootstrap' in 1947, which commemorated a new era in manufacturing in the island, many pharmaceutical companies from the United States (US) moved a sizeable fraction of their operations to Puerto Rico looking for reducing operational costs. Up until the beginning of the 70s, when the benefits of Operation Bootstrap stagnated, most companies had company-centric strategies to deal with risks and business continuity issues, including companies that belong to the same legal conglomerate. For example, companies that manufacture prescription and over-the-counter drugs (e.g. Johnson & Johnson, Abbott, Pfizer, SmithKline-Beecham, Merck, and Schering-Plough) depended on individual high safety stocks to mitigate natural risks, caused mainly by hurricanes and droughts.

The endorsement of several important US' Internal Revenue Code provisions (notably section 931 and 936) during the second half of the 70s, and several governments' initiatives in the 80s forced pharmaceutical companies to consider risk issues in a more systemic way. Pharma industries were required to comply with new Food and Drug Administration (FDA) rules and regulations, and competitive certifications (e.g., Good Manufacturing Practices, International Organization for Standardization, and Quality Systems Regulation). This period is considered the beginning of the manufacturing economic clusters in the island. In fact, corporate headquarters in the US began considering these offshore companies as interconnected members of semi-independent environments. They had all the elements of manufacturing clusters located in continental US. Therefore, risk management practices used on the mainland, were implemented in the island, including those related to exploiting cluster relationships to improve companies' resiliencies. The 90s marked the arrival of many network-interconnected initiatives, including a new risk management paradigm. In a cluster, individual company risk's factors interact with those related to other companies, constituting a completely new set of cluster risk system. In the latter, risks are considered general constructs of internal and external uncontrollable factors, which can be further refined. This network risk system is usually strengthened tempered

by cluster traits like geographic proximity, interrelatedness, process integration, synergies, and spillovers influence, among other.

This study is part of a broader study on supply chain risk management in Latin America (LA) in the pharmaceutical and biotechnology industries, which also considers important issues related with the development of risk management initiatives in Puerto Rico. This study focuses on the exploits of network-interconnections for risk management. If one link or company appears in risks, it is bound to disturb other companies, and ultimately affect the entire cluster network. The study draws on results of an online survey answered by 183 companies in seven countries in LA, thirty-one in Puerto Rico. Participants were senior-level supply chain/logistics/operations managers and some general managers. From the sources of risk, the study divided risks into two kinds: endogenous risk and exogenous risk. Both classifications were used to explain risk factors within and among (the cluster) risks. Several frameworks (e.g. ISO31000, ISO22301, and APICS Supply Chain Risk BOK) were used as a background framework model.

Results support the advantages of clusters at responding to firms and cluster members' risks. Managers of these companies tend to perceive more benefits and opportunities due to network-interconnected and better access to information than standalone companies. Therefore, the benefits from cooperative strategies among firms is key in risk management. Additionally, significant differences between clustered and non-clustered companies concerning their co-operation behavior and objectives were found. Network governance is an inevitable option to deal with cluster risks.

## **ROOM 1 (S-1) "SALA IGNASI VILLALONGA"**

**Parallel sesión #4. Friday 09.00-10.30h**

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### **Spin-off y clusters: una aplicación al sector de la Tecnología de la Información en Brasil y España**

**Flávio Manoel Coelho Borges Cardoso**

University of Brasilia and Goiano Federal Institute  
Brasil

**Valmir Emil Hoffmann**

University of Brasilia  
Brasil

**M. Teresa Martínez-Fernández**

University of Jaume I  
España

#### **Abstract:**

Es creciente el interés económico e investigador por la estructura y la naturaleza de las relaciones interempresariales que descansa en diversas perspectivas. En el presente trabajo se integran tres aspectos fundamentales: las redes interorganizativas, los clusters y las spin-off. La perspectiva de redes subraya el papel de las redes sociales para explicar las acciones económicas de la empresa. Por otro lado, otras perspectivas centradas en la proximidad geográfica indican que ésta influye en el capital social existente entre las empresas, en cuanto a la frecuencia e intensidad de esas relaciones. Concretamente, los modelos territoriales como el cluster estudian el impacto de la proximidad geográfica de las empresas e instituciones.

El objetivo general que se plantea en el presente trabajo es cubrir un vacío en la investigación que atañe al análisis de la relación entre las empresas matriz y las spin-off en un contexto territorial concreto y a partir de una perspectiva de redes sociales. A partir de una revisión de la literatura previa, entendemos que si bien los territorios o clusters han sido objeto ya de numerosos estudios, así como las relaciones interorganizativas, existen pocos estudios empíricos sobre la formación de nuevas empresas vía spin-off, así como sobre las interacciones entre la relación empresa matriz y spin-off en este tipo de realidades geográficas. Así, pretendemos mostrar cómo los contextos territoriales y relacionales condicionan el propio desarrollo de la industria, en nuestro caso de las TIC. Contribuir a clarificar cómo son este tipo de relaciones interorganizativas y proponer las condiciones contextuales, de territorio y de estructura relacional idóneas, entendemos supone un avance necesario y relevante para explicar el desarrollo empresarial y regional. Por otro lado, nuestra investigación también aporta no únicamente el realizar un estudio de estas características en el sector de las TIC sino también la comparativa entre dos clusters de países diferentes, Brasil y España. Los datos comparativos de Brasil y España apuntan a la existencia de características similares y de algunas

diferencias en temas de emprendimiento y la posterior creación de spin-offs.

## **Competing in financial services: the evolution of the Andorran banking cluster, 1930-2007**

**Marc Galabert Macià**  
Universitat de Barcelona  
(Spain)

### **Abstract:**

Nowadays, it seems clear that geographic concentration of companies forests competitive advantages. Since Marshall's first observations on the British economy in late 19<sup>th</sup> century and after the valuable inputs of the Italian industrial district in the 1970s and early 1980s, today the study of geographical concentration is inspired by the Porterian cluster analysis. Under this concept, Porter extended the benefits of concentration to service industries and showed that, unlike the neo-Marshallian industrial districts, where small firm networks were predominant, clusters may also benefit from the presence of medium-to-large companies to boost competitive advantages. Following this path, cluster typology has recently emerged as a new research field in which scholars analyse firm size in the configuration of the cluster's competitive advantage. From an evolutionist point of view this enables to assess whether large firm's capacities help to sustain the cluster's life-cycle competitive advantage, or if on the contrary small companies tend to be more adaptable to competitive challenges.

During the 20<sup>th</sup> century, Andorra experienced a rapid transformation towards a service economy, which enabled the emergence of a service cluster based in offshore banking, duty-free shopping and tourism, in a local capital protection environment. While commercial and touristic development has been widely analysed, Andorran banking secrecy has historically limited financial data dissemination, which resulted in a lack of knowledge of the country's financial evolution.

This research explores the origins and development of the Andorran banking cluster from its birth in 1930 to the last year before the Great Recession, in 2007. Drawing on a new data set, this paper estimates for the first time the total deposits help by the Andorran banking system. This new contribution permits to analyse Andorra's banking cluster life-cycle. Taking a historical approach to economics, this analysis seeks to understand the driving forces that helped to develop an internationally competitive banking cluster in Andorra.

The new quantitative data is also used to present an explorative analysis of the cluster configuration. The first results show that the Andorran banking cluster has been dominated by two large companies. According to the historical approach, we state that the emergence of a hierarchical

concentration was related to the local capital protection and the necessity to partner with a local firm in order to enter the Andorran banking market. This may have allowed companies to build economies of scale that strengthened the cluster competitive advantages.

### **El clúster de la piedra de la comarca del Mármol (Almería). Evolución y resiliencia**

**Anselmo Carretero-Gómez**

Universidad de Almería  
España

**José Ángel Aznar-Sánchez**

Universidad de Almería  
España

#### **Resumen:**

La globalización económica y el acercamiento de los mercados han potenciado, en no pocos casos, el desarrollo local. La lectura que Becattini realizó del distrito industrial marshalliano, ha ayudado a explicar este proceso, sobre todo en el contexto de pequeñas y medianas empresas de sistemas productivos especializados.

En el norte de la provincia de Almería, se encuentra una de las mayores reservas de mármol del territorio español. A inicio de la década de los ochenta del pasado siglo, la actividad extractiva se seguía realizando en multitud de canteras de frentes muy reducidos, con empresarios reticentes a invertir, pues sus derechos tienen un tiempo limitado, el fijado en el contrato de arrendamiento con el ayuntamiento, que es el propietario del terreno y de la concesión. El panorama de la actividad elaboradora era similar; fábricas y talleres pequeños, con una capacidad de producción reducida y una maquinaria desfasada. A estos problemas se unió una escasa demanda que sumió al sector en una profunda crisis. La administración pública, con la total implicación de los agentes y las instituciones locales, puso en marcha varios planes de desarrollo, que han resultado claves para modernizar la industria del mármol en Macael; en 1983 se inició un Plan de Actuación y en 1996 un Plan Estratégico.

La reestructuración industrial que se llevó a cabo provocó un giro en el panorama empresarial. En el campo extractivo introdujo las "unidades de explotación", que permitieron una mecanización más racional, mayor continuidad en el suministro de mármol y más orden en las explotaciones. En la transformación del producto, se redimensionaron las empresas actualizando su tecnología. Los planes también impulsaron la formación y generaron unas expectativas que incentivaron la iniciativa de muchos empresarios y fomentaron el asociacionismo y la cooperación.

Gracias a estas estrategias, lo que era una aglomeración minera se transformó en un distrito industrial. Cuando iniciaba sus pasos el actual siglo, a la ventaja comparativa de poseer un recurso natural único se habían añadido vitales ventajas competitivas: investigación e innovación, mano de obra altamente especializada, productos finales de altísima calidad, novedosos canales de comercialización, etc. La comarca dejó de ser centro

de extracción para convertirse en centro de elaboración y transformación, tanto de productos propios como procedentes de otros lugares.

Con independencia de los avatares por los que ha pasado la actividad a lo largo del tiempo y los cambios que han conllevado, la industria del mármol tiene un fuerte componente socioterritorial, con una significativa presencia de actividades de soporte, un mercado de trabajo muy especializado y fuertes vínculos sociales y culturales que facilitan las relaciones entre los agentes económicos.

Varios de los interrogantes que surgen al pensar en el futuro del distrito y en el desarrollo socioeconómico de la comarca tienen que ver con el tamaño y el peso de Cosentino, que, conviene no olvidar, es una empresa familiar de primera generación. En cualquier caso, la alta capacidad de resiliencia del distrito, demostrada históricamente, invita a ser optimistas.



## **HALL “SALON DE GRADOS”**

**Parallel sesión #5. Friday 09.00-10.30h**

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### **The transmission of knowledge among industrial district workers**

**Eduardo Dias Leite**

Universitat Jaume I

Spain

#### **Abstract:**

This article presents a study on the transmission of knowledge in its various forms (tacit, explicit and professional) among workers in the industrial district, as well as the characteristics, sources, diffusion, incorporation and generation of knowledge in industrial districts.

The methodology used in this research was descriptive, with the collection of data through bibliographical means. This work sought to contribute by providing theoretical references on the importance of knowledge transmission in the industrial district and regarding to generate incentives to promote this process in the industrial district.

### **La importancia del trabajo colaborativo como impulsor del capital intelectual en la empresa artesanal mexicana**

**Aimée Pérez Esparza**

University of Guadalajara

México

#### **Resumen:**

El entorno cambiante de las organizaciones genera que las micro y pequeñas empresas diseñen estrategias que les permitan obtener un impacto en su desempeño y su competitividad, convirtiéndose en una necesidad el diseño de nuevas estrategias que favorezcan a las empresas que se encuentran en desventaja.

Este documento pretende analizar el capital intelectual existente en empresas artesanales de Tonalá, Jalisco, México, a través del capital: 1) humano, 2) estructural y 3) relacional, con la finalidad de identificar aquellos elementos con los que cuentan las empresas objeto de estudio, para así conocer los beneficios que les ocasionaría participar en una red de negocios, la cual es vista como una posibilidad de generar una ventaja competitiva en las empresas que la conforman.

## **The value of PhDs for low-tech labour markets**

**Francisco Javier Ortega Colomer**

INGENIO (CSIC-UPV) Universitat Politècnica de València  
Spain

### **Abstract:**

Academic organisations do not have the resources to hire the increasing number of PhD graduates that universities are producing each year. Non-academic organisations are thus becoming an important and growing employment niche for these highly skilled and qualified individuals. However, little is currently known about how and why PhDs are valued by labour markets, or how PhDs are contributing to the contextualised problems and challenges of non-academic organisations.

This project aims to overcome these knowledge gaps by investigating the role of PhD holders as change agents in non-academic labour markets. To accomplish this research objective, the study is focused on interactions between the highly skilled PhD-trained workforce and labour markets in a specific geographical and sectoral setting. Based on a systematic literature review, a theoretical framework will be developed. Subsequently, a case study will provide a qualitative assessment of a specific labour market reality in which PhD holders enter non-academic organisations. According to the European Innovation Scoreboard, Spain is a moderate innovator. This country will be the geographical and institutional setting for conducting the fieldwork. The selected industry to be studied is textiles, as representative of low-tech industries.

The case study which is currently being developed is expected to contain new analytical dimensions and evidences, hence, will illustrate the complex nature of what is a global concern regarding the supply of highly skilled human capital and labour market outcomes, even in low-tech contexts. Primary data will be generated through around thirty interviews with PhD holders from varied disciplines, along with managers of non-academic organisations in the selected industry. The results will serve to inspire a more informed and critical dialogue regarding the value and utility of PhD holders in non-academic labour markets within the frame of the so-called 'knowledge society'.

## **Análisis de exportación de cacao con certificación en mercados internacionales**

**Mónica González Vásquez**

Universidad de Guayaquil  
Ecuador

**Henry Mendoza Avilés**

Universidad de Guayaquil  
Ecuador

**Rafafel Apolinario Quintana**

Universidad de Guayaquil  
Ecuador

### **Resumen:**

En el Ecuador los agricultores, las asociaciones, organizaciones y los empresarios, a través de instituciones y empresas públicas y privadas, se encuentran constantemente en estudios y aplicación de buenas prácticas de agricultura y manufactura, para el mejoramiento y conservación de la variedad de Cacao Nacional o cacao fino de aroma; como es el caso de la Asociación Apovinces, la Organización Unocace que abarca nueve asociaciones, Fortaleza del Valle que poseen certificaciones internacionales: orgánica y comercio justo, además certificaciones para ingreso a mercados: de la Unión Europa y Estados Unidos de Norteamérica.

El presente análisis es una investigación exploratoria, con técnica de observación, revisión de páginas web, con visitas personales y conversaciones con la Directiva Administrativa de estos Centros de Acopio. Los agricultores, asociaciones y empresarios que exportan cacao en grano poseen Estructuras o Bodegas con señalización áreas para: oficina administrativa, proceso fermentación, secado y almacenamiento temporal de grano y productos semi-elaborados a base de cacao fino de Aroma; con certificaciones: Orgánica y Comercio Justo; área de secado con equipo y tendales; tierra para semilleros y siembra de nuevas variedades de cacao, aplicación de proyectos de biodiversidad.

La aplicación de certificaciones internacionales, genera un valor agregado en el producto y garantiza su calidad.

## **ROOM 2 (S-2) "SALA SÁNCHEZ AYUSO"**

**Parallel sesión #6. Friday 10.45-12.15h (English)**

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### **Industry 4.0, Global Value Chains and International Business**

**Roger Strange**

University of Sussex  
UK

**Antonella Zucchella**

University of Pavia  
Italia

#### **Abstract:**

Industry 4.0 embraces a range of new digital technologies including the internet of things, big data & analytics, robotic systems, and additive manufacturing. We discuss the key features of these new technologies, paying particular attention to how they have differ from existing technologies and how they change how manufacturing is 44uig44nali and controlled. We then discuss their likely impacts of their deployment on the location and 44uig44nalizat of activities within global value chains (GVCs), and conclude with some research questions about the nature of ownership, location, and 44uig44nalization advantages under Industry 4.0.

### **Multinationals and entrepreneurship: the case of Indian IT services clusters**

**P.M. Rao**

Long Island University, Post Campus  
USA

#### **Abstract:**

Dunning(2000) recognized that multinational enterprises (MNEs) play a major role in the formation and development of industrial clusters particularly knowledge-based clusters, export processing zones, and technology parks, which often require entrepreneurship from home country as well as the host country. Enright (2000) argued that the impact of MNEs on industrial clusters depends on a number of factors related to Dunning's well-known ownership, location, and internalization (OLI) framework. Other authors found that concentration of technological activity by foreign affiliates of MNEs is related to the concentration of same activity carried out by local firms (Cantwell & Iammarino 1997, for example). Chandra and Rao (2008) examined the development of high-tech clusters in India and concluded that MNEs played a significant role in the rise of its IT services sector. An important source of this rise has to do with the creation of new ventures by returning migrants with MNE experience often referred to as the effect of social capital (Prashantham & Dhanraj (2010). Lorenzen and Mudambi (2013) argue that while Bangalore–India's premier IT sector–initially fit the description of a centralized pipeline model driven by the MNEs, overtime with the proliferation of MNE subsidiaries and competition

among them for local talent helped increase connectivity with the Indian firms, a degree of MNE decentralization took hold.

As a result, Indian firms enjoyed some spillover benefits, which increased their potential for catch-up through innovation and foreign direct investment through acquisitions. The recent emergence of Global In-house Centers (GICs) or captive subsidiaries of US MNEs dedicated to exporting IT services to their parents in the home country presents an interesting trend in this context (Rao & Subrahmanya 2017). Bahar (2015) suggests that MNEs, through their involvement in investing in local startups, can play an important role in building an entrepreneurial ecosystem in developing countries and solve the typical coordination failure that most governments struggle or are unable to cure. Cai, Hongbin and Todo, Yasuyuki and Zhou, Li-An (2007), in their study of China's "Silicon Valley", found that R&D activities of MNEs in an industry stimulate entry of domestic firms into the same industry and enhance R&D activities of newly entering domestic firms.

Note that while historically much of the literature on clusters focuses on *industrial* clusters in advanced countries, the focus of this paper is on *services* clusters in the context of an emerging economy. Specifically, this paper will examine the role of US multinational enterprises (MNEs) in fostering entrepreneurship with reference to IT services clusters in India. The paper, drawing upon extant literature and relevant secondary data, argues that the role of US MNEs combined with indigenous entrepreneurship played a significant role, which continues in the development and rapid rise of IT services clusters in India.

## **Microfoundations of a national cluster – a multiple case study of FDI location decision making**

**Markus Laine**

Turku School of Economics  
Finland

### **Abstract:**

The location choice for a subsidiary of a multinational enterprise (MNE) in a foreign country is a critical strategic decision that may influence the success of not only the subsidiary, but also that of the whole corporation. Locations within a single country differ from each other in significant ways, especially in emerging economies (Meyer and Nguyen, 2005). Institutional and infrastructure development, for example may vary between different industrial parks even within the administrative limits of a single city, which leads to uneven concentrations of foreign direct investment (FDI). Current, functionalist research into the determinants of MNE subsidiary location decisions relies on quantitative analysis of large, often government generated datasets and is ill equipped to tackle such fine geographical resolution.

This paper contributes to International Business (IB) literature by seeking to understand the location decision making of Finnish MNEs within a single city in China, leading to the emergence of a national cluster. The

geographical context of the research is Suzhou city, which hosts several industrial parks and districts. Finnish investment is heavily concentrated in only one park, however, leaving other districts with few Finnish firms. In contrast to most current sub-national location choice research, this paper employs qualitative analysis in a multiple case design, using abductive reasoning to understand and explain this intra-city variance in foreign direct investment density.

This study examines some of the determinants of location that have been recognized in earlier research. However, instead of presenting simple causal relationships, it seeks to understand the mechanisms at work in decision making. It shows *how* the ownership structure of an MNE affects location choice, or knowledge spillovers between companies happen, for example. This analysis suggests that the heterogeneity of results obtained in traditional research on location determinants (see Kim and Aguilera, 2016 for a recent review) is an inherent attribute of location decision making and that concentrating on single theoretical explanations of location choice may be counterproductive. In line with Buckley, Devinney and Louviere (2007) it draws attention to managerial roles in MNE sub-national location decisions. If these are to be properly understood, firm-characteristics need to be considered together with environmental determinants and scholars should embrace a holistic approach in the development of a theory of FDI location in International Business.

## **New roles for supporting organizations: enhancing cluster innovativeness by connecting knowledge networks**

**Jose Antonio Belso-Martinez**

University Miguel Hernandez, Elche  
Spain

**Maria Jose Lopez-Sanchez**

University Miguel Hernandez, Elche  
Spain

**Rosario Mateu-Garcia**

University Miguel Hernandez, Elche  
Spain

### **Abstract:**

In today's context of economic crisis, certain structures such as industrial clusters have been forced to change in order to remain competitive. For years, local supporting organisations has been focused on strengthening cluster networks, providing specialized services and fostering innovation practices. Nowadays, thanks to their increasing connectivity, supporting organizations have become hybridizers and catalyzers of knowledge that spreads among local firms after an intense process of refinement. Acting as mediators between local firms and gatekeepers of extra-cluster knowledge, they smooth firms' access to fresh knowledge and nourish the innovativeness of the system. Using

data collected in the Toy Valley cluster during 2014, this chapter looks at the mechanisms allowing supporting organisations to successfully diffuse knowledge and pays attention to these two in-between positions. In line with previous research, findings corroborate the particular relevance of facilitators of knowledge. However, important differences emerge when considering the profile of the local organization and the type of knowledge shared.

**La pertenencia a un parque científico y el desempeño innovador:  
importancia de las variables moderadoras de la relación**

**Eva Pelechano Barahona**

Universidad Rey Juan Carlos, Madrid  
España

**Fernando E. García Muiña**

Universidad Rey Juan Carlos, Madrid  
España

**Rocío González Sánchez**

Universidad Rey Juan Carlos, Madrid  
España

**Resumen:**

El actual contexto, cada vez más dinámico, complejo y global, requiere que las empresas sean más eficientes, innovadoras y competitivas. Esto exige desarrollar una capacidad de respuesta ante el entorno que difícilmente se puede lograr contando únicamente con recursos propios (Santamaría Sánchez y Rialp Criado, 2007), ya que se requiere el dominio de una amplia base de conocimientos sometidos a notables niveles de obsolescencia.

De este modo, la literatura reconoce que el establecimiento de relaciones interorganizativas de carácter científico-tecnológico es un mecanismo eficiente para acceder, absorber y aplicar conocimiento en determinadas condiciones e innovar, especialmente ante un entorno competitivo caracterizado por una marcada incertidumbre tecnológica y/o de mercado (Chesbrough, 2003; Hagedoorn, 2002; Santamaría Sánchez y Rialp Criado, 2007; Santamaría *et al.*, 2010).

Siguiendo tales argumentos, en este trabajo tomamos como supuesto de partida que la pertenencia a un *parque científico o cluster tecnológico* es una variable de éxito de las empresas por su potencial para crear relaciones fuertes y de confianza, a partir de las cuales desarrollar innovaciones de forma eficiente (Becattini, 1990; Porter, 1990, 1998, 2000; Bell, 2005; Eisingerich *et al.*, 2010; Molina Morales *et al.*, 2012; Martínez del Río *et al.*, 2013; Tallman, 2013).

Sobre una muestra de empresas manufactureras españolas que contestan al Panel de Innovación Tecnológica (PITEC), se contrasta empíricamente la relación entre la pertenencia a un parque científico o clúster tecnológico y el desempeño innovador, considerando la patente como medida de la variable dependiente. Posteriormente, se establece si la diversidad de terceros socios, la capacidad de alianza y el poder o estatus de una organización cualquiera del parque son instrumentos eficientes para neutralizar o frenar los inconvenientes que éste puede ocasionar.

Los resultados muestran que los beneficios del parque científico son



más significativos a medida que se prolonga la pertenencia en él. En relación con los efectos moderadores, disponer de socios externos diversos potencia el papel del parque en los primeros años de estancia, es decir, cuando el parque por sí mismo no es un instrumento de promoción de la innovación tan eficiente. Por último, mayor capacidad de alianza y una posición de privilegio frente a la industria hacen menos relevante la localización en el clúster tecnológico. De este modo, cuando la empresa es clave en la industria y tiene gran experiencia en gestionar relaciones el parque científico pierde su valor, y sólo se aprecia un efecto multiplicador de ambas variables sobre el potencial del parque cuando la organización lleva mucho tiempo ubicada en él.

### **Orientación al Mercado y Desempeño Organizativo. El efecto moderador de la Localización**

**Juan C. Amézquita**

Universidad ICESI  
Colombia

**Francisco Puig**

Universidad de Valencia  
España

**Marcelo Royo-Vela**

Universidad de Valencia  
España

#### **Resumen:**

El presente artículo analiza para las empresas de servicios, la relaciones y resultado que se presentan entre las variables de Localización (ubicarse dentro de un clúster), Orientación al Mercado (OM) y Desempeño Organizativo.

Para tal fin se analiza una muestra de 134 empresas del sector de la Salud de la ciudad de Cali (Colombia) (clínicas, consultorios, hospitales, laboratorios).

Los resultados obtenidos validan las hipótesis relativas a que las empresas de servicios de salud que se ubican en un clúster (barrio de Tequendama) o tienen más OM registran un nivel más alto de Desempeño Organizativo. Sin embargo, relativo a los componentes del constructo OM, se evidencia que solo la Orientación a la Competencia media significativa y positivamente la relación entre la Localización y el Desempeño Organizativo.

Nuestro trabajo contribuye a la literatura sobre clustering al evidenciar que las empresas de servicios tienen un reducido enfoque de marketing a la vez que arroja luz a los Gerentes de las empresas del sector de la salud de países emergentes sobre el desigual desempeño de sus empresas y las acciones estratégicas para incrementarlo.

# **Innovaciones tecnológicas disruptivas en el contexto del clúster industrial: El caso del clúster cerámico de Castellón y la tecnología de impresión digital**

**Francesc Xavier Molina-Morales**

Universitat Jaume I  
Spain

**Luís Martínez-Cháfer**

Universitat Jaume I  
Spain

**David Valiente-Bordanova**

Universitat Jaume I  
Spain

## **Resumen:**

La innovación, así como el desarrollo y asimilación de procesos innovadores en el contexto de los clústeres son considerados como elementos fundamentales de dinamización y desarrollo de los mismos. Muchos estudios han analizado el papel de las innovaciones incrementales y su impacto en los clústeres.

El presente trabajo, por el contrario, centra su enfoque en las innovaciones disruptivas ya que éstas pueden suponer una interesante forma de afrontar con éxito las amenazas a las que las empresas se enfrentan en la actualidad. Más concretamente, vamos a analizar el caso de la aparición, desarrollo y difusión de una innovación tecnológica disruptiva, así como su impacto, primero, en el clúster cerámico español y posteriormente, a nivel mundial. En efecto, aparición la tecnología de impresión digital inkjet en las líneas decorativas de la industria cerámica puede ser considerada un ejemplo de cómo una innovación disruptiva puede revolucionar un sector. Vamos a examinar las razones por las que esta nueva tecnología se convirtió en un éxito, consiguiendo cambiar la cadena de valor global de la industria cerámica a nivel mundial, reconfigurando las redes del clúster (tanto internas como externas) y modificando no sólo las estrategias individuales de las empresas sino también el posicionamiento del propio clúster como entidad propia.

En definitiva, describiremos cómo una innovación tecnológica disruptiva es capaz de renovar el ciclo de vida de un clúster maduro, a través de la creación de nuevas oportunidades y la recuperación de la competitividad.

## **HALL “SALON DE GRADOS”**

**Parallel sesión #8. Friday 10.45-12.15h**

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### **The importance of power in the fragmentation of production and innovation systems in Latin America**

**Juan Ramón Gallego Bono**

University of Valencia  
Spain

**Maria R Tapia-Baranda**

University of Valencia  
Spain

#### **Abstract:**

The theoretical and empirical literature on systems of production and innovation has paid little attention to the phenomenon of power. In fact, it has been excessively focused on the relations of trust and the cognitive proximity of the actors as the key determinants in the greater or lesser dynamism of these systems. Thus, the absence of this trust or the existence of a high cognitive distance between actors from within these systems would be the essential cause of fragmentation of them.

However, it has not been well understood how, underlying these sources of fragmentation, were the phenomena of power, legitimacy and inequality that have been historically and culturally forged to become a common socioeconomic problem. Symmetrically, where these processes are less marked or have been relatively corrected, it would result in more easily overcoming many of these fragmentation problems.

All these issues become very important, not only from a theoretical perspective, but also from the perspective of understanding the issues and dynamics of these clusters or territorial systems in Latin America. For this reason, and in an attempt to overcome the constraints presented by the literature, this article intends to approach the study of the systems of production and innovation by outlining a theoretical framework combining the evolutionist approach with other theoretical approaches, such as the actor-network, that allow better integration of the phenomena of power, legitimacy and inequality.

Based on a series of in-depth interviews with public, private and mixed actors in the territory, this work, will highlight the agro-industrial field of sugar cane Veracruz (Mexico). It will try to show the relevance of this theoretical framework, to make evident the dynamics of the production and innovation system in this Mexican sector, and the importance of presenting the phenomenon of power in both the tendency to fragmentation, and to the integration in these systems.

Differences in vision, economic and political interests, and an understanding of each of the actors, (in the value chain, government, practice and

epistemic communities, etc.), associated with the problem in sugarcane sector in Veracruz, as it is understood by analysing the historical, organizational and institutional differences that define the territory. Indeed, these differences arise from previously existing structural inequality, which also has tended to become more acute recently, because it is 52uig52na by the social and cultural paradigms that legitimize power in Latin American countries.

### **Los costes de transacción en el distrito industrial**

**Enrique Claver Cortés**

Universidad de Alicante  
España

**Bartolomé Marco Lajara**

Universidad de Alicante  
España

**Pedro Seva Larrosa**

Universidad de Alicante  
España

**Andrés Castaño Poveda**

Universidad de Alicante  
España

#### **Resumen:**

El carácter cada vez más complejo del entorno competitivo y la creciente globalización de los mercados al que se han de enfrentar las empresas, hace que éstas tengan que desarrollar competencias específicas que sean válidas a nivel internacional. En este contexto global, una forma eficiente de organización de la producción viene determinada por los distritos industriales o clusters que, siendo específicos de un territorio, han mostrado capacidad para competir en los mercados internacionales.

En este trabajo se pretende analizar esta forma de organización industrial, los distritos industriales, desde la perspectiva de los costes de transacción. Todo parece indicar que, frente a la forma tradicional de minimizar los costes de transacción, esto es, internalizando actividades dentro de los límites de una gran empresa integrada verticalmente, los distritos industriales podrían ser una alternativa igualmente eficiente para desarrollar las actividades económicas. La forma en que se relacionan las empresas, generalmente caracterizada por una relación de rivalidad-cooperación, las normas, la cultura y las reglas de juego que rigen las relaciones en estos entornos puede ayudar a que las transacciones que se llevan a cabo en el distrito sean igualmente eficientes.

No se trata, sin embargo, de determinar si es la forma de organización de la empresa integrada o del distrito industrial la que minimiza los costes de transacción, sino más bien aportar evidencia sobre esta última, si la hubiese, pues la primera ya goza de una aceptación plena a este respecto.

## **Multinacionales emergentes en el sector hotelero español. Un análisis a partir de la teoría de los distritos turísticos**

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### **Abstract:**

De acuerdo con el enfoque ecléctico de Dunning (2009), las multinacionales siempre han buscado ciertos recursos en aquellos países en los que se han ido localizando (ventajas de localización). Así, existen multitud de estudios que demuestran cómo las multinacionales de países avanzados buscan en otros países factores como la mano de obra barata o los recursos naturales que no tienen en sus países de origen. Tradicionalmente estas ventajas de localización se han analizado desde la perspectiva nacional. Sin embargo, en los últimos años los investigadores han empezado a darle importancia a los clusters regionales y a los distritos industriales como polos de atracción de la inversión procedente del exterior. Desde este punto de vista, las multinacionales no buscan solamente la mano de obra barata o los recursos naturales, sino también los recursos de conocimiento que se generan en un distrito industrial.

Por otro lado, cada vez es mayor la presencia de multinacionales procedentes de países emergentes y en desarrollo (MPED), llevando a la literatura académica a preocuparse por el estudio de las mismas. En este sentido, muchos investigadores se preguntan si los factores que explican la expansión internacional de estas multinacionales son los mismos que en el caso de las multinacionales procedentes de países avanzados (MPA). Así, por ejemplo, algunos trabajos determinan que la búsqueda de conocimiento en el exterior es un objetivo propio de las MPED, mientras que las MPA buscan más bien recursos naturales o recursos a bajo coste. Desde esta perspectiva, los clusters o distritos industriales serían polos de atracción especialmente para las MPED.

Este trabajo junta las dos líneas de investigación para tratar de explicar por qué las MPA o las MPED, a la hora de elegir su localización, eligen aquellos destinos o regiones donde se ha desarrollado un cluster relacionado con su

actividad. De una manera más concreta, el estudio analiza la inversión en España de cadenas hoteleras procedentes del exterior. Así, tras identificar las multinacionales hoteleras presentes en nuestro país y determinar si éstas proceden de países avanzados o países emergentes/en desarrollo, el trabajo trata de averiguar si existe alguna relación entre la inversión procedente del exterior y los distritos turísticos existentes en España. En total se llegaron a identificar 114 cadenas hoteleras extranjeras presentes en España, 95 procedentes de países avanzados y 19 de países emergentes o en desarrollo. Entre todas ellas tienen 201 filiales, correspondiendo 171 a filiales de MPA y 30 de MPED.

## **Multinacionales de países emergentes, localización y resultados. Un análisis en el sector servicios**

**Emilio Camarena Gil**  
University of Valencia  
Spain

### **Abstract:**

As a consequence of the globalization, the internationalization strategy has found a place in many firm's agenda. This decision implies often a strong resource commitment that leads to an investment in the host country.

Emerging countries have shifted roles from being FDI receiving countries to invest heavily abroad, in some cases in developed countries. Its multinational enterprises have some traits that put them apart from the MNEs coming from developed countries. In their relation with other countries, the Cultural Distance between the home and host countries is to be taken into account.

One of the key decisions in a FDI is the location of the affiliate. The management literature has found a relationship between the location of firms and their performance, while the IB literature has studied the association between different aspects of the FDI (Entry Mode, Establishment Mode,...) and its performance. However studies that focus at the same time on the performance of affiliates and its location do not abound.

The objective of this study is to analyse the location of an affiliate and its performance, controlling with the cultural distance between home and host countries, size and subsector of the firm. The study will be performed on a sample of Spanish affiliates from EMNE service firms, using the Orbis database. Contributions will be relevant for academia and practitioners.

## HALL “SALÓN DE GRADOS”

**Parallel sesión #9. Friday 15.00-16.30h (English)**

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### **The Influence of social capital and regional determinants on export intensity in clusters.**

**Chiara Burlina**

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Italy

**Luis Martínez-Cháfer**

Universitat Jaume I  
Spain

**Francesc Xavier Molina-Morales**

Universitat Jaume I  
Spain

#### **Abstract:**

This study analyses the impact of social capital and regional characteristics on firms' export intensity. We take into account nine different sectors between Italy and Spain, with a rich survey that collects 342 observations. Thus, the novelty of this paper consist of studying simultaneously and in a quantitative way the effect of regional and firm-level characteristics over firms' export intensity. Using a generalised linear model, with a logit transformation, we run an empirical analysis on the main variables at firm and regional level, such as: social capital, human capital, geographic concentration of firms, and trade openness. Results confirm our expectations: the more a firm is able to create relationships with the surrounding environment, the more it acquires knowledge to reach foreign markets. Moreover, if a firm is located in a geographically concentrated area the more this will affect its international openness.

### **Location choice: Agglomeration economies, industry clusters and country of origin clusters**

**Francisco PUIG**

Universidad de Valencia (España)

**Zhi SHEN**

CIIE, Xian (China)

**Anoop MADHOK**

York University, Toronto (Canada)

#### **Abstract:**

This paper investigates foreign investors' location choice at the regional level. We address the question of why foreign investors from the same home country tend to agglomerate around specific locations in the host country, forming country of origin clusters, and analyze what drives the formation of one type of cluster over another, i.e. origin or industry cluster.

By incorporating both institutional considerations and firm-level factors, our arguments show why foreign investors' location mode strategies are heterogeneous when entering a foreign country. Drawing upon data on Chinese firms' investments in Germany, our focus on the home country context of the foreign firm as well as the subnational environment in the host country enables us to better understand firms' foreign direct investment and internationalization patterns.

### **The Wenzhou footwear cluster: Lessons in cluster development**

**Mariza TSAKALEROU**

Nazarbayev University  
Kazakhstan

#### **Abstract:**

The underlying concept of business clusters is agglomeration economics intimately tied to a specific geographic location. As globalization pressures increase, successful clusters evolve from structures leveraging local institutions and assets into multi-regional entities that serve as innovation agents. The Wenzhou footwear cluster, a Chinese cluster that has gone through various restructurings and is still continuously evolving, provides a rich set of conclusions on cluster development.

Modern-day, bottom-up clusters in China were formed after the reforms of the 1980s when the private sector was allowed to operate openly and foreign investment was welcome to enter China. The majority of these clusters operated in low-technology and/or labor-intensive industries, thus leveraging a low-cost but relatively educated labor force to address the huge needs of a country emerging from a centrally planned economy. They were primarily concentrated in coastal areas, because of their close proximity to free-trade zones and international markets. The Wenzhou footwear cluster in the Zhejiang province is typical of China's wave of coastal clusters and serves as the interpretive example of this paper. The lessons that emerge from the analysis of the Wenzhou footwear cluster are based on extensive literature review and on the author's field work during her four-month research stay at Wenzhou last Fall.

In the 1980s, Wenzhou's entrepreneurs took advantage of market opportunities and overcame a range of barriers in technology and capital. The forming process of the footwear cluster shows that even an initially disadvantageous environment can create opportunities and that while clusters do promote entry, they do not necessarily enhance firm growth and firm survival. In the late 1990s, the cluster faced distinct challenges. To maintain competitiveness nationally and globally, firms in the cluster had to integrate and scale up; a group of large firms and multi-regional enterprises thus emerged, primarily via mergers and acquisitions. Small firms in the cluster were more likely to exit through merging than by closing activities. The life-cycle observation of the Wenzhou footwear cluster indicates that while most manufacturing plants benefit from co-location, ultimately larger, multi-regional firms can draw upon internal resources more readily than smaller, small, local single-plant firms.



## 14. Participants CLUSTERING-2017

SURNAME	NAME	ORGANIZATION	COUNTRY
Alapont-Arenas	Salvador	Ayto. Paiporta	Spain
Amezquita	Juan Carlos	Universidad Icesi	Spain
Ayala Cruz	Jorge	Universidad de Puerto Rico	Puerto Rico
Belzunegui	Angel	Universidad Rovira i Virgili	Spain
Boari	Cristina	University of Bologna	Italy
Camarena Gil	Emilio	Universitat de València	Spain
Cantarero	Santiago	Universitat de València	Spain
Carracedo	Patricia	Valencia International University (VIU)	Spain
Carretero Gómez	Anselmo	Universidad de Almería	Spain
Castaño-Poveda	Andrés	Universidad de Alicante	Spain
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Claver-Cortés	Enrique	Universidad de Alicante	Spain
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Collado	Antonio	FORD-España	Spain
Cote-Villarejo	Carlos	Universidad del Valle	Colombia
Días Leite	Eduardo	Universitat Jaume I	Spain
Díaz Moreno	Enrique	Businessfokus	Spain
Fernandez Durán	Laura	UCHCEU	Spain
Fernández Lorenzo	Asunción	Universidad de Vigo	Spain
Fjellström	Daniella	University of Gävle	Sweden
Galabert-Macià	Marc	Universitat de Barcelona	Spain
Gallego Bono	Juan Ramón	Universitat de València	Spain
García Alcober	Maria Pilar	UCHCEU	Spain
García-Lillo	Francisco	Universidad de Alicante	Spain
Garrigues Ortola	Carlos	Universitat de València	Spain
Genuíno	Shirley Luanna	Universidade de Brasília	Brasil
Giner	José Miguel		Spain
Gonzalez	Mónica de los Angeles	Universidad de Guayaquil	Ecuador
González-Lourerio	Miguel	Universidad de Vigo	Spain
Götz	Marta	Vistula University	Poland
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Jankowska	Barbara	Poznan Univ. of Econ. and Business	Poland

Jara Hidalgo	Jose Antonio		Spain
Laine	Markus	Turku School of Economics	Finland
Madhok	Anoop	Schulich School of Business	Canada
Manresa-Marhuenda	Encarnación	Universidad de Alicante	Spain
Marco-Lajara	Bartolomé	Universidad de Alicante	Spain
Martinez Cháfer	Luis	Universitat Jaume I	Spain
Martínez-Fernández	Teresa	Universitat Jaume I	Spain
Mateos Ansótegui	Ana Isabel	UCH CEU	Spain
Mateu Garcia	Rosario	University Miguel Hernández	Spain
Mendoza Aviles	Henry Emilio	Universidad de Guayaquil	Ecuador
Molina Morales	F. Xavier	Universitat Jaume I	Spain
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Moreno	Gabriela	U. de San Francisco de Quito	Ecuador
Navarro	Guillermo	Universitat de València	Spain
Ortega-Colomer	F. Javier	University Politècnica de València	Spain
Osarenkhoe	Aihie	University of Gävle	Sweden
Pagiotis	Ananiadis	Of. Central Macedonia	Greece
Pastor	Maria Teresa	UCH CEU	Spain
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Pérez Esparza	Aimée	Universidad Guadalajara, Mexico	México
Pezzi	Alberto	ACCIÓ i Generalitat de Catalunya	Spain
Puig	Francisco	Universitat de València	Spain
Rao	P.M.	Long Island University	USA
Reza Mazandarani	Mohammad	Universitat de València	Spain
Rodríguez-Barquero	Rony Mauricio	Tecnológico de Costa Rica	Costa Rica
Royo-Vela	Marcelo	Universitat de València	Spain
Segui	Elies	University Politècnica de València	Spain
Serna	Pepe	ATEVAL	Valencia
Serna Hernandez	Luis Fernando	Universidad Piloto	Colombia
Seva Larrosa	Pedro	Universidad de Alicante	Spain
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Tsakalerou	Mariza	Nazarbayev University	Kazakhstan
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