

clUstEring

3er Congreso Internacional de Clusters y Distritos Industriales
24-25 de Mayo, 2018, Valencia
Facultat d'Economia- Universitat de València
3rd International Conference on Clusters & Industrial Districts
May 24-25th, 2018, Valencia (Spain)
Faculty of Economics- University of Valencia



GESTOR

Geoestrategia Organizacional:
Clusters y Competitividad

CLUSTERING: Physical and Digital proximity

Short program

WEDNESDAY 23 TH MAY, ROOM 1.P03 (FACULTY OF ECONOMICS)	
10:30-18:30	Pre- conference activities (Room 1.P-03)
10:30-13:30	Mapeando clusters espaciales". Patricia CARRACEDO. (VIU, Spain)
15:30-18:30	Introduction to multilevel analysis. Bo NIELSEN. (University of Sydney, Australia)

THURSDAY 24 TH MAY (09:00-13:15 h)*			
08:00-09:00	Registration (S-G)		
09:00-10:30 (SG)	Welcome and Opening session <i>Theme: Are geographical clusters still relevant in the digital economy?</i> <ul style="list-style-type: none"> Chair: Prof. Philippe GUGLER, University of Fribourg (Switzerland) 		
10:30-11:00	Coffee Break (S-G)		
11.00-13:15	(S-G)		(S-1)
	Roundtable: <i>Clustering as a tool for innovation</i>		Doctoral symposium
13:15-15:00	Lunch (announcement of TORRECID Award)		
THURSDAY 24 TH MAY (15:00-19:00 h)			
15:00-17:00 Parallel Sessions	<i>Proximity and Space (S-1)</i> (Eng)	<i>Districtos industriales y competitividad (S-2)</i> (Spa)	<i>Metodologías análisis cluster(S-G)</i> (Eng/Spa)
17:00-17:30	Coffee break (SG)		
17:30-19:00 (SG)	<i>Theme: "MNEs Clustering: challenges and opportunities".</i> <ul style="list-style-type: none"> Chair: Prof. Roberta RABELLOTTI, Università di Pavia (Italy) 		
20:30	Social dinner (Rte. Playa)***		

FRIDAY 25 TH MAY (09:00-13:15 h)*			
08:00-09:00	Registration		
09:00-10:30 Parallel Sessions	<i>Multinationals and clusters(S-1)</i> (Eng)	<i>Casos internacionales (S-2)</i> (Spa)	<i>Redes e innovación (S-G)</i> (Spa)
10.30-10.45	Coffee break		
10:45-12:15 Parallel Sessions	<i>Organizational learning (S-1)</i> (Eng)	<i>Clusters turísticos (S-2)</i> (Spa)	<i>Clusters emergentes y territorios (S-G)</i> (Spa)
HALL			
12:30 13:30 (SG)	Roundtable: <i>Entrepreneurial Ecosystems and Strategies for their development</i>		
13:30-15:00	Lunch (Hall)		
FRIDAY 25 TH MAY (15:00-18:00 h)*			
15:00-16:30 Parallel Sessions	<i>Otros clusters y aglomeraciones (S-1)</i> (Eng/Spa)	<i>Networks and institutions (S-2)</i> (Eng)	<i>Evolution and dynamics (S-G)</i> (Eng)
16:30-17:00	Coffee break (S-G)		
17:00-18:00 (SG)	Roundtable with academics, conclusions and closing <ul style="list-style-type: none"> Chair: X. Molina-Morales (UJI Castellón, Spain) 		

* All the activities on Thursday and Friday will take place in the Hall of the Faculty of Economics (Salón de Grados) and in the Room 1 and 2 of the first floor.

** Room 1 (S-1) "Sala Ignasi Villalonga"

** Room 2 (S-2) "Sala Sánchez Ayuso"

** Hall (S-G) "Salón de Grados"

***The restaurant is 25 min. Walk from the Faculty of Economics

Pre-conference workshops on Research Methods

Seminario/Workshop 1. *Mapeando clusters espaciales.* (Patricia CARRACEDO)

Seminario/Workshop 2. *Introduction to multilevel analysis* (Bo NIELSEN).

<p>Patricia CARRACEDO GARNATEO</p> <p>-Profesor Adjunta de Universidad -Área de empresa -U. Internacional Valencia, Spain patricia.carracedo@campusviu.es</p>	<p>Bo Bernhard NIELSEN</p> <p>-Professor of Business Strategy -International Business Discipline -University of Sydney, Australia & Copenhagen Business School Bo.nielsen@sydney.edu.au</p>
<p>The objective of the workshop is to provide attendees with some theoretical-practical foundations on alternative spatial dependence statistics that allow the detection of temporary clusters with free software R. The presented methodology takes into account the geographical location of the spatial units and, in consequently, neighborly relations between them. An example applied to mortality in Europe will be provided..</p>	<p>This workshop is introductory in nature. It covers the theoretical and conceptual reasons for considering multilevel issues in our research design (interdependence vs. independence of observations, hierarchical and non-hierarchical nesting of data, intraclass correlations and variance partitioning). Focus is on practical application illustrated via examples rather than statistical modeling in a particular software.</p>
<p>1. Mapeando clusters espaciales Language: Spanish //Idioma: español</p> <p>Índice 1. Estudio de la dependencia espacial. Análisis de autocorrelación. 1.1 Introducción 1.2 Los estadísticos SMR y CMF. 1.3 El Índice de Moran Global y Local. 2. Software estadístico R. 3. Identificación de clusters significativos espaciales con R.</p>	<p>2. Introduction to multilevel analysis (Language: English)</p> <p>Index 1. The need for multilevel analysis 1.1 Conceptually – what is it? 1.2 Theoretically – what can it explain? 1.3 Empirically – why does it matter? 2. Practical examples of multilevel analysis 2.1 International Business 2.2 Top Management Teams 2.3 Economic Geography 3. Discussion of your own research 4. Introduction to Mplus and HLM if time allows</p>

Detailed program

WEDNESDAY 23 TH MAY, ROOM 1.P03 (FACULTY OF ECONOMICS)		
10:30-18:30	Pre- conference activities (Room 1.P-03)	
10:30-13:30	Mapeando clusters espaciales". Patricia CARRACEDO. (VIU, Spain)	
15:30-18:30	Introduction to multilevel analysis. Bo NIELSEN. (University of Sydney, Australia) *Coordinator: Marcelo Royo-Vela (U. of Valencia)	
THURSDAY 24 TH MAY (09:00-13:15 h)*		
08:00-09.00	Registration (S-G)	
09:00-10:30 (SG)	<p>Welcome:</p> <ul style="list-style-type: none"> -María Dolores Parra (IVACE-Internacionalización) -Jorge Hermosilla (Vicerrector de Territorio, UV) -José M. Pastor (Decano Facultat d'Economia, UV) -Francisco Puig (Coordinador Clustering-2018) <p>Opening session: "Are geographical clusters still relevant in the digital economy?" Philippe GUGLER, University of Fribourg (Switzerland) *Chair: Luis Martínez-Cháfer (UJI, Castellón)</p>	
	10:30-11:00 COFFEE BREAK (S-G)	
	(S-G) (S-1)	
11.00-13:15	<p>Roundtable: (English) <i>"Clustering as a tool for innovation"</i></p> <ul style="list-style-type: none"> •Felipe Carrasco: ATEVAL-Textil Valencia •Antonio Novo: DG Cluster IDiA •Antonio Collado: FORD-España •Alberto Pezzi: ACCIÓ. Gen. de Catalunya <p><u>Chair:</u> Miguel González-Loureiro (U. Vigo)</p>	<p>Doctoral symposium: (both languages) Propuestas:</p> <ol style="list-style-type: none"> 1. The role of managerial cognitive reasoning on the internationalization decision-making process of small ventures (Bozidar Vlacic) 2. Examining the Best Practice for Business Incubation and the Impact of Enterprise Clustering on New Venture Creation in Nigeria. (Chiamaka Kwazu) 3. Sistema neuronal de distribución híbrida: una herramienta de Control Logístico orientada al Clúster Automotriz Estado de México. (Gabriela Castillo Sánchez) 4. La dimensión social del conocimiento global-local y su papel como de resiliencia en la industria de Alicante (Rosario Mateu García). <p style="text-align: center;">Tribunal y Expertos</p> <ul style="list-style-type: none"> •Ángeles Montoro (U. Compl Madrid). (Coordinator) •Joan Crespo (U. Toulouse). •Luis Martínez-Cháfer (UJI, Castellón) •Enrique Claver (U. de Alicante)
	13:15-15:00 LUNCH (announcement of TORRECID Award)	

THURSDAY 24 TH MAY (15:00-19:00 h)			
15:00-17:00	<p>Parallel session 1 (S-1)</p> <p>PROXIMITY AND SPACES (English)</p> <p>-Organizational capabilities as co-presence situations (Lisboa, Leao, U. Brazilia-BRASIL)</p> <p>-Actors of change for regional renewal (Crespo, U. Toulouse, FRANCE)</p> <p>-Distance as a Signal of Innovative Crowdfunding Projects (Tang, An, The College New Jersey, USA)</p> <p>-The Significance of Geographical and Sectoral Proximity for Development of Cooperation in Clusters (Lis, Gdańsk University of Technology, POLAND)</p> <p>Chair: M. Tsakalerou (Nazarbayev U., KAZAKHSTAN)</p>	<p>Parallel session 2 (S-2)</p> <p>DISTRITOS INDUSTRIALES Y TERRITORIOS (Spanish)</p> <p>-¿Cómo ocurre la transmisión del conocimiento en el distrito industrial? (Díaz-Leite, Molina-Morales, Reyes y Martínez-Cháfer, UJI, SPAIN)</p> <p>-Ventaja competitiva y distrito industrial: una revisión de la evidencia empírica del “efecto distrito” (Claver, Marco-Lajara, Seva-Larrosa, Ruíz-Fernández, U Alicante, SPAIN)</p> <p>-Guía sistémica para evaluación de clústeres (Castillo-Sánchez, U. Politécnica del Valle, MÉXICO)</p> <p>-Dependencia espacial de la insolvencia empresarial en España (Rico y Cantarero, U. Valencia, SPAIN).</p> <p>Preside: Aimée Esparza (U. Guadalajara, MÉXICO)</p>	<p>Parallel session 3 (S-G)</p> <p>METODOLOGÍAS ANÁLISIS CLUSTER (Spanish)</p> <p>-Cluster analysis for the factors that affect European mortality. A bibliographic review (Carracedo, Debón, VIU SPAIN)</p> <p>-Evaluation of distance measures selection in clustering real data (Cibulkova, Řezanková, U. Ec. Prague, CZECH REPUBLIC)</p> <p>-Influencia de la crisis en la identificación de perfiles de países dentro del mercado consumidor europeo de tomates (Capobianco, Sayans-Jiménez, De Pablo, U. Almería, SPAIN)</p> <p>-Methods to map the intellectual structure of a research domain: the case of agglomerations, industrial clusters and districts (González-Loureiro, Puig, Urzelai, U. Vigo, SPAIN)</p> <p>Preside: Sylvia Pérez (CETYS Universidad, MÉXICO)</p>
17:00-17:30		Coffee break (SG)	
17:30-19:00 (SG)	<p>Plenary (English):</p> <p>"MNEs Clustering: challenges and opportunities". Roberta RABELLOTTI, Università di Pavia (Italy)</p> <p style="text-align: right;"><u>Discussants:</u></p> <p>*Berrbizne Urzelai (U. West of England, UK)</p> <p>Bartolomé Marco-Lajara (U. of Alicante, SPAIN)</p> <p>Bo Nielsen (University of Sydney, AUSTRALIA)</p>		
20:30 Social dinner		(Rte. Playa)***	

FRIDAY 25 TH MAY (09:00-10:30 h)*			
08:00-09:00 Registration			
09:00-10.30	<i>Parallel session 4 (S-1)</i>	<i>Parallel session 5 (S-2)</i>	<i>Parallel session 6 (S-6)</i>
	MULTINATIONALS AND CLUSTERS (English)	CASOS INTERNACIONALES (Spanish)	REDES E INNOVACIÓN (Spanish)
	<p>-Making sense of foreign direct investment locations (Laine, Turku School of Economics, FINLAND)</p> <p>-FDI and cooperation in China: the role of country-of-origin clusters (Urzelai, Puig, U. West of England, UK)</p> <p>-Institutional Change and the Development of SME Industrial Clusters in China (Wang, Zheng, Xidian University, CHINA)</p> <p>-An analyses of tour operators in the activity of cruises on São Miguel Island and their adaptation to this market segment (Andrade, Couto, Dias, U. Azores, PORTUGAL).</p> <p>Chair: E. Camarena-Gil (U. Valencia, SPAIN)</p>	<p>-El impacto del trabajo colaborativo para la integración de un clúster lechero en los Altos de Jalisco, México (Pérez-Esparza, U. Guadalajara, MÉXICO).</p> <p>-Potencial de clusterización turística en Coahuila. El caso del segmento de la tercera edad (de León, Jaramillo, Martínez, U. Autónoma Coahuila, MÉXICO)</p> <p>-Surgimiento de un cluster natural. El caso del sector de producción acuícola en Baja California, México, Pérez-Núñez, CETYS Universidad</p> <p>Preside: Eduardo Dias Leites (U. Brazilia, BRAZIL)</p>	<p>-On network dynamics and innovation policies in clusters. Assortativity and behavioural effects (Belso, Molina-Morales, U. Miguel Hernández, Alicante SPAIN).</p> <p>-From sense of belonging to knowledge acquisition through strength and trust of relationships in clustered firms (Córcoles-Muñoz, Ruíz-Ortega, Parra-Rquena, García-Villaverde, U. Castilla-La-Mancha, SPAIN)</p> <p>-El papel de la responsabilidad social corporativa en la atracción de talento en parques científicos y tecnológicos (González-Masip, Martín-de-Castro, Hernández-Estrada, U. Complutense, Madrid SPAIN)</p> <p>Preside: Ángela Martínez (U. Castilla-La-Mancha, SPAIN).</p>
	10.30-10.45	Coffee break	

FRIDAY 25TH MAY (10:45-13:30h)*

10:45 – 12:15	<p>Parallel session 7 (S-1)</p> <p>ORGANIZATIONAL LEARNING (English)</p> <p>-How inter-organizational learning and the dynamic managerial capability can improve the cluster's performance? (Meira, Barbosa, Federal U. of Paraiba, BRAZIL)</p> <p>-The effectiveness of cluster policy instruments in Poland (Daniluk, Bialystok University of Technology, POLAND)</p> <p>-Digital Clusters – from Silicon Roundabout to Tech City (Evans, U. of the Arts London, UK)</p> <p>-A conceptual framework for sport clusters as sectoral initiative-clusters (Gerke, Audencia Business School, FRANCE).</p> <p>Chair: M. Laine (Turku School of Economics, FINLAND)</p>	<p>Parallel session 8 (S-2)</p> <p>CLUSTERS TURÍSTICOS (Spanish)</p> <p>-Diseño de estrategias competitivas y funcionales para la consolidación, articulación competitiva y dinámica económica del Clúster de Innovación Turística y Cultural y sus actores (de León, Novoa, Ruelas, U. Autónoma de Coahuila, MÉXICO).</p> <p>-Background of the pioneering orientation from tourism clusters: population ecology approach (Martínez-Pérez, Elche, García Villaverde, UCLM, SPAIN)</p> <p>-Los clústeres turísticos en España como instrumentos de innovación (Pedro, Blázquez, AEI Cluster del Turismo de Extremadura, SPAIN).</p> <p>-Efecto sustitución entre la adquisición interna y la generación externa de conocimiento en los distritos turísticos españoles (Marco-Lajara, Claver, García-Lillo, Úbeda-García, Zaragoza-Sáez, U. Alicante, SPAIN)</p> <p>Preside: Dioni Elche UCLM, SPAIN</p>	<p>Parallel session 9 (S-G)</p> <p>CLUSTERS EMERGENTES Y REDES (Spanish)</p> <p>-Emerging clusters in transition economies: the case of the Romanian Tuscany's wine industry (Expósito-Langa, Bărbulescu, Tomás-Miquel, Belso-Martínez, UPV, SPAIN).</p> <p>-Analyzing Multinationals' recruiting strategies in MIDs (Belso-Martínez, U. Miguel Hernández, Elche, SPAIN)</p> <p>-Revealing the 'intellectual structure' or 'knowledge base' of research on clusters and global value chains (GVCs): A network analysis (Claver-Cortes, Sánchez-García, Manresa-Marhuenda, Marco-Lajara, García-Lillo, U. Alicante, SPAIN)</p> <p>-Redes, clusters e internacionalización: efectos sinérgicos desde una perspectiva multisectorial (Vaquero, Belso-Martínez, Gómez-Gras, U. Miguel Hernández, Elche, SPAIN).</p> <p>Preside: Francisco García-Lillo, U. Alicante, SPAIN</p>
HALL			
12:30 – 13:30 (SG)	<p>Roundtable (English):</p> <p>“Entrepreneurial Ecosystems and Strategies for their development” (English)</p> <p><u>Participants:</u></p> <ul style="list-style-type: none"> • María Dolores Parra, DG IVACE-Internacionalización • Enrique Penichet, Start-up Bbooster • Óscar Morant, Instituto IDEAS • Nacho Mas, Asociación Valenciana de Startups <p><u>Chair:</u> Lourdes Canós-Darós (UPV).</p>		

FRIDAY 25 TH MAY (15:00-18:00 h)*			
15:00-16:30	<p>Parallel session 10 (S-1)</p> <p>OTROS CLUSTERS Y AGLOMERACIONES (English/Spanish)</p> <p>-Marketing and Clusters: a Meta-Analysis of Strategies, Models, Performance and Policies (Mazandarani, Royo-Vela, U. Valencia, SPAIN)</p> <p>-La investigación sobre parques científicos: Un enfoque regional (Meseguer, Toledo, U. Católica de Murcia, SPAIN)</p> <p>-Social capita and physical space in facilitating creativity and innovation: A case study (Ceylan, Horata, Wasti, Dul, Uludag University, TURQUIA)</p> <p>Chair: Marcelo Royo-Vela (U. of Valencia, SPAIN)</p>	<p>Parallel session 11 (S-2)</p> <p>NETWORKS AND INSTITUTIONS (English)</p> <p>-Industrial Clustering in Wenzhou, China: A Location Quotient Analysis (Tsakalerou, Nazarbayev University, KAZAKHSTAN).</p> <p>-The development of clusters in Poland - the perspective of enterprises (Wasiluk, Bialystok U. of Technology, POLAND).</p> <p>-The impact of actors, networks and institutions in the cluster's evolution: The case of Brazilian ceramic tile industry (Scur, de Castro-Garcia, University of FEI, BRAZIL).</p> <p>-Chair: Berrbizne Urzelai (University West of England, UK)</p>	<p>Parallel session 12 (S-G)</p> <p>EVOLUTION AND DYNAMICS (English)</p> <p>-Success of IT Companies in Ülemiste city science park (Kruve, Estonian Entrepreneurship University of Applied Sciences, ESTONIA).</p> <p>-The Changing Nature of the Fashion Industry and its Impact on Place-Making (Vecchi, Evans, University of the Arts London, UK)</p> <p>-Disruptive technology adoption, particularities for the clustered firms (Molina-Morales, Martínez-Cháfer, Valiente-Bordanova, UJI, Castellón, SPAIN)</p> <p>Preside: Miguel González-Loureiro (U. Vigo, SPAIN)</p>
16:30-17:00 Coffe Break (S-G)			
17:00-18:00 (SG)	<p>Roundtable with academics, conclusions and closing (English/Spanish)</p> <p><u>Participants:</u></p> <ul style="list-style-type: none"> •Bo Nielsen, University of Sydney (AUSTRALIA). •Aurora Pedro, U. Valencia (SPAIN). •Pedro García-Villaverde, U. Castilla-La-Mancha (SPAIN). •Graeme Evans, University of the Arts London (UK). <p><u>Chair:</u> X. Molina-Morales (UJI).</p>		

* All the activities on Thursday and Friday will take place in the Hall of the Faculty of Economics (Salón de Grados) and in the Room 1 and 2 of the first floor.

** Room 1 (S-1) "Sala Ignasi Villalonga"

** Room 2 (S-2) "Sala Sánchez Ayuso"

** Hall (S-G) "Salón de Grados"

***The restaurant is 25 min. Walk from the Faculty of Economics